

SEPTEMBER 1957

THE REPORTER OF

Direct Mail

advertising

Convention Issue:

CAPITALIZE on DIRECT MAIL

This theme banners DMAA's 40th Annual Convention, September 11-13 (see program page 8). The theme also headlines 10 features covering the fields of industrial, retail and mail order advertising; plus the unusual work of a young sales promotion agency . . . all designed to help you Capitalize on Direct Mail.

WHO?...WHERE?...WHAT?...

YOUR DIRECT MAIL LIST IS IN THE PONTON CATALOG!



**PONTON LISTS ARE COMPILED
BY IBM ELECTRONIC EQUIPMENT
FOR MORE THOROUGH COVERAGE OF
ACCURATE LISTINGS. FULL SELECTION
ELECTRONICALLY CONTROLLED.**

Complete from A to Z... a compendium of professions, trades, manufacturers, wholesalers, dealers, agents, income brackets, vocations, home owners, hobbies... over 12,000 alphabetically classified lists.

United States or foreign... it pin-points the list for you to find your prospects... Open new markets, or expand existing ones... find virgin research areas... even locate lost customers. Whatever your need, if the list can be compiled on the basis of available and substantial evidence, it is in the PONTON CATALOG or we will build one for you with PONTON SELECTIONS. The PONTON LIST guarantees comprehensive area coverage... electronic selection to eliminate human error... instantaneous compilation. When we act as your direct mail department, every detail is ours from addressing to mailing.

PONTON has available 115 million names... carefully and accurately set-up to include both individual and business names.

PONTON

knows your prospects... BY NAME!

W. S. PONTON, Inc.

Sales Office and Production Plant
44 HONECK STREET, ENGLEWOOD, N. J.

Phone: Englewood 4-5200

New York Phone:
Murray Hill 7-5311
(direct connection to Englewood)



JULY 7, 1957

ADVERTISING FIELD

By JOSEPH KASELOW

Think of the Elephant

MILT SHALLER and Mel Rubin have a mailing piece they call "Great Performances" which, in some respects, is descriptive of what an unsuspecting visitor to their offices lets himself in for. By the time they've gone through their bag of tricks, you have a feeling that maybe there should have been an admission price. The performance includes attention-getting devices ranging from things as unsubtle as a fire-cracker to others that require sleight-of-hand that even the great Cardini might envy. One partner specializes in mailings in the medical field—new pills and other medicines—and the other in industrial ventures. Roughly, a Mr. Inside and Mr. Outside combination.



KASELOW

In case this is a little confusing to the lay reader, let us confound the issue even more by trying to explain it. Messrs. Shaller and Rubin are engaged in a business called "creative" direct mail, which means that companies come to them to make up mailing pieces that will stand out from the mass of mail that descends on business men, professional men and the general public.

Getting Involved

Some of the mailing pieces will go direct to the consumer, others to the sales staff of a corporation, telling them about company promotion plans for a given product and what to emphasize when making the sale; still others will go to the retailers and others will be devices that the salesman himself can use to make a presentation.

As you can see, this direct mail business can get a little more involved than the post card you might find in the mail box. Some of them are loaded with special envelopes for holding extra material to be whipped out at the strategic moment; fold outs; phonograph records; special pockets for tear sheets of ads, or order blanks, or samples of the product. One book for Cannon Mills had a terry-cloth cover. On the other hand, they also put out straight rock 'em and sock 'em this-is-what-it-costs-and-this-is-what-you-make type things.

As an example of what this can lead to, we were shown a mailing that went to doctors for Schering Corp.'s Coricidin Medilets, a cold tablet for children. Attractive boxes and folders were gotten up in circus colors

and featured animal drawings. Each card of Medilets was attached to another card which included a drawing of an animal and a little jingle to go with it. One of the jingles, about the elephant, was put on a record and became a great favorite with the small fry. It went:

"The elephant's a weighty beast
He scales 2,000 pounds at least.
He has to take when he is ill
Gallons of stuff and a one-pound pill.
So never say, 'I won't! I can't!'
Think of the poor old elephant."

Idea of the whole mailing was to make the doctor's lot a little easier by keeping the kids from squawking when confronted with a pill—and also to sell more Medilets. There also were jingles for the pony, the spoon-bill, three little Indians and the Kookaburra, a funny bird. This might explain to the layman that baffling faraway look that many advertising men have.

The importance of material of this sort may be gauged by the fact that pharmaceutical companies figure it costs them \$10 every time a "detail" man rings a doctor's doorbell.

Two Winners Join

Well, how did Messrs. Shaller and Rubin get that way? Back in September, 1946, we were told, a leading direct mail shop was interviewing applicants for a job in its copy department. Some fifty applications were received, so it was decided to hold a competition. At the end, the company couldn't decide between two possible winners, so it hired both. They were—you guessed it—Milt Shaller and Mel Rubin. A few months later both were made account executives, and four years later they joined forces and set up Shaller-Rubin Co. The former is president, the latter, chairman and secretary.

The company started in a one-room office in the Newsweek Building, which was so small that a part-time artist they hired had to step outside when visitors came to call. Now the company, at 312 Fifth Ave., occupies parts of three floors, has twenty-five employees, including the artist, James Horne,

who is now art director with a staff of four working for him.

Among its sales promotion accounts, in addition to Cannon Mills and Schering, are Carstairs whiskey, Block Drug, McGraw-Hill, Eagle Pencil Ciba Pharmaceutical, Reed and Carnick, Union Pharmaceutical. It also functions as an advertising agency, but its major activity is sales promotion. First year's income was \$100,000, now it is approaching \$2,000,000. Some of the business comes from top-drawer advertising agencies who farm out

that portion of their services.

"What we're doing," says Mr. Shaller, "is making a business out of tying up the loose ends. We hit the areas which often can spell the profit difference for a company; areas which would be too expensive for the company to try to reach by setting up its own staff."

What's more, the fellows seem to be having fun at it. As we left them they were chortling over a new gimmick that had just arrived. Better be careful when you open up your mail this morning.

GALLONS OF STUFF AND A ONE-POUND PILL

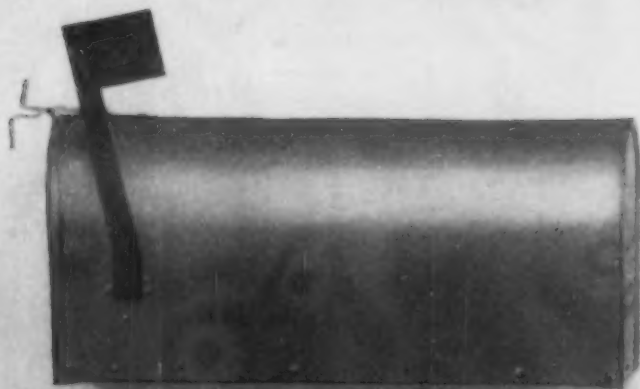
Treat a weighty sales promotion problem to gallons of imagination. You get the potent medicine that Joe Kaselow described in his Sunday Column in the New York Herald Tribune.

We'll be more than happy to show you what this seasoned advertising reporter describes as "mailing pieces that stand out." Just pick up your phone or write:

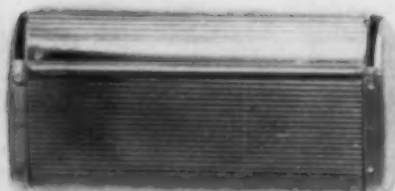


the
SHALLER-RUBIN
company, inc.
ADVERTISING

312 Fifth Avenue,
New York 1, New York
OXFORD 5-4680



HOW WELL DO YOU SELL IN THIS



multi-billion

The mail-box marketplace provides the largest and most selective consumer "circulation" you can find, if you draw your prospects from lists developed and maintained by The Reuben H. Donnelley Corporation. For the Donnelley Consumer Family Lists, most complete and accurate national coverage ever compiled, include virtually every consumer family in the country.

From these lists you and your dealers can select as many prospects as you want; decide where you want them and when you want them; and count on Donnelley





dollar marketplace?

for prompt, efficient mailings—even including the planning and the preparation of them.

This way, you have full assurance that you're putting the right direct-mail messages into the right mail boxes at the right time—and at the right cost. You know you have all the ingredients that make for success in the multi-billion dollar marketplace.

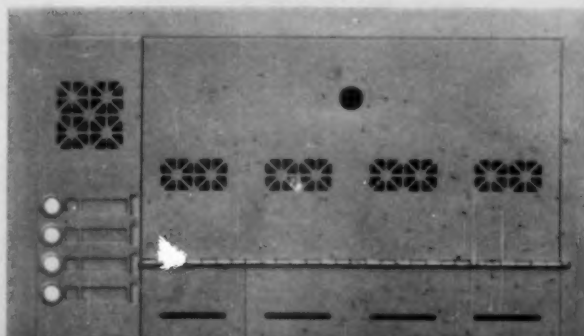
We will welcome an opportunity to go over your direct mail plans with you at any time.

**DIRECT MAIL DIVISION
THE REUBEN H. DONNELLEY CORPORATION**

CHICAGO: 407 East 25th St.
Mount Vernon, N. Y. 230 E. Sandford Blvd.
LOS ANGELES 29, 4632 Santa Monica Blvd.



**DIRECT MAIL PROGRAMS
MAILING SERVICES
CONTEST JUDGING
PREMIUM MAILINGS**



SEN-BAK

SEN-BAK

SEN-BAK

SEN-BAK

SEN-BAK

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SEN-BAK

SEN-BAK

SEN-BAK

SEN-BAK

will be there ...

booth 75-76

SEN-BAK

THE REPORTER OF **Direct Mail** advertising

224 Seventh Street, Garden City, N. Y. Pioneer 6-1837
A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL
Volume 20, Number 5 September, 1957

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Dudley Lufkin, Field Editor

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Henry Hoke, Jr., Publisher

John Patafio, Jr., Eastern Advertising

H. L. Mitchell, Western Advertising

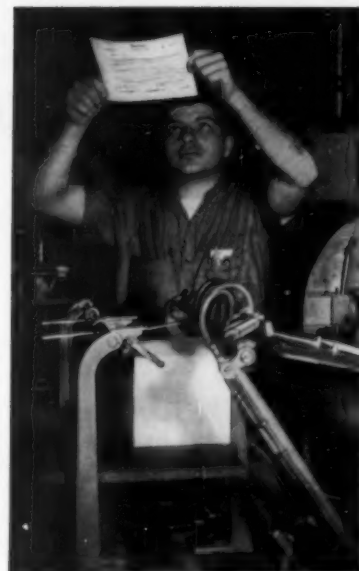
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SEPTEMBER, 1957

7



Hamilton Bond is outstanding

There's a vast difference between bond papers, not only in the way they look but in the way they print. On each count Hamilton Bond scores heavily. It looks beautiful with its brilliant white, uniform surface, its strength and crispness, its unmistakable "bond" feel, and its genuine watermark made the traditional way in order not to interfere with the printing impression.

Hamilton Bond prints like a winner, because it is prehumidified to lie flat and feed smoothly. Your work is as good as your bond—and Hamilton Bond brings out the best in your work. It's outstanding.

Hamilton Papers



HAMILTON PAPER COMPANY

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

DMAA



CONVENTION TIME TABLE



TUESDAY September 10

7:00 P.M.: REGISTRATION (Ballroom Entrance—Sheraton Hall).

9:00 P.M.: "BEHIND THE SCENES" COCKTAIL PARTY. (Exhibit Hall). Music and cocktails 'til midnight . . . hosted by convention exhibitors.



WEDNESDAY September 11

MATRICULATION . . .

8:00 A.M.: REGISTRATION (Ballroom Entrance—Sheraton Hall). All day.

8:00 A.M.: DIRECT MAIL LEADERS CONTEST AWARDS BREAKFAST (Sheraton Hall). CHAIRMAN: Dick Messner (Marbridge Printing Co.). Presentation of top Gold Mail Box Award, Henry Hoke Award and awards to 57 "Leaders". Open to all convention delegates, as part of regular registration fee.

10:00 A.M.: ANNUAL DMAA BUSINESS MEETING. PRESIDING: William Mer-



WOOD
(Steering)



HITE
(Program)

riam (Federation of Railway Progress), DMAA president. Meeting includes report of Nominating Committee and election of Board of Governors.

11:30 A.M.: "CLOAKROOM" COFFEE SESSION (Exhibit Hall). An hour coffee break . . . chance to take in exhibits, see winning DMAA Contest campaign, etc.

12:00 Noon: OPENING LUNCHEON (Sheraton Hall — Ballroom). PRESIDING: William Merriam (Federation of Railway

Progress), DMAA president.

● KEYNOTE ADDRESS: Austin Kiplinger, (Kiplinger Washington Agency).

● FEATURE ADDRESS: Arch Booth (U.S. Chamber of Commerce).



KIPLINGER



MERRIAM

ORIENTATION . . .

2:30 P.M.: TWO CONCURRENT SESSIONS:

1. MAIL ORDER (Continental Room). Henry Cowan (Look magazine), chairman.

2. INDUSTRIAL DIRECT MAIL (Burgundy Room). Dick Brown (U.S. Plywood Corp.), chairman.



COWAN



BROWN

6:30 P.M.: DUTCH TREAT COCKTAIL HOUR (Balcony of Main Ballroom). Dutch treat bar will be open before dinner to follow in Sheraton Hall Ballroom.

8:00 P.M.: "MILITARY NIGHT" (Sheraton Hall Ballroom). Dinner, music and special entertainment from different branches of the armed services . . . staged in cooperation with the Defense Dept.



THURSDAY September 12

INDOCTRINATION . . .

9:00 A.M.: "THE COLLEGE OF DIRECT MAIL KNOWLEDGE" (Sheraton

Hall Ballroom). PRESIDING: College president Robert Dale (Creative Mailing Service).

● OPENING ASSEMBLY: Address of welcome to the student body by Dean of College, Henry Hoke, Sr. (Reporter of Direct Mail Advertising).

● INDIVIDUAL CLASSES: There will be four periods during the morning . . . with 18 professors delivering lectures. Each lecture will be given twice. Professors and their lecture subjects include:

PROF. OF MATHEMATICS: Robert Stone (Nat. Research Bur., Chicago). Subject: Arithmetic of cost-per-order, budgets, return percentage, etc.



HOKE



McQUIGG

PROF. OF PSYCHOLOGY: Boyce Morgan (Boyce Morgan Assoc., Washington). Subject: What's needed to do the job . . . letter, order form, self mailer?

PROF. OF PSYCHOLOGY: William Baring-Gould (Time, Inc., N. Y. C.). Subject: Size and shape of the direct mail package . . . color, postage, circular, etc.

PROF. OF ENGLISH: Maxwell Ross (Old American Ins. Co., Kansas City). Subject: Basic rules of copywriting; emotional appeals, headlines, etc.



CALLAHAN



DEMBNER

PROF. OF ENGLISH: Paul Bringe (Milwaukee Dustless Brush Co., Milwaukee). Subject: Basic rules of English; word and syllable counts.

PROF. OF ENGLISH: Lester Wunderman (Maxwell Sackheim, N. Y. C.). Subject: Good words and bad. Testing one word against another.

PROF. OF GEOGRAPHY: Charles Spilka (Around-The-World Shoppers Club, Montreal). Subject: How to reach foreign markets; rules, regulations, postage, etc.

PROF. OF ART: William Highberger (U.S. New & World Report, Washington). Sub-

ject: Direct Mail art and illustration; layout and design, etc.

PROF. OF SOCIOLOGY: Lewis Kleid (Lewis Kleid Co., N. Y. C.). Subject: How to choose and use lists; mail order markets using your own list.



ANDREWS



YECK

PROF. OF SOCIOLOGY: Lawrence Brettner (American Aviation Pubs., Washington). Subject: How to compile lists; where are people and business firms you want?

PROF. OF ETHICS: Henry Hoke, Jr. (Reporter of Direct Mail, Garden City, N. Y.). Subject: Legal and moral restrictions; is "free" really "free"? Hidden offers, extravagant claims, etc.

PROF. OF ADVERTISING: John Yeck (Yeck & Yeck, Dayton). Subject: How to select and use an ad agency, direct mail consultant. Costs, fees, etc.

PROF. OF ADVERTISING: David Margulies (Damar, Newark). Subject: How to select and use mail order space, advertising in radio, TV, etc.

PROF. OF TECHNOLOGY: Francis Andrews (American Mail Adv., Boston). Subject: Mechanics of direct mail; addressing, mailing, scheduling, etc.

PROF. OF ACCOUNTING: Albert Buchanan (Research Inst. of America, N. Y. C.). Subject: How to prepare records, schedules; list use, returns, costs.

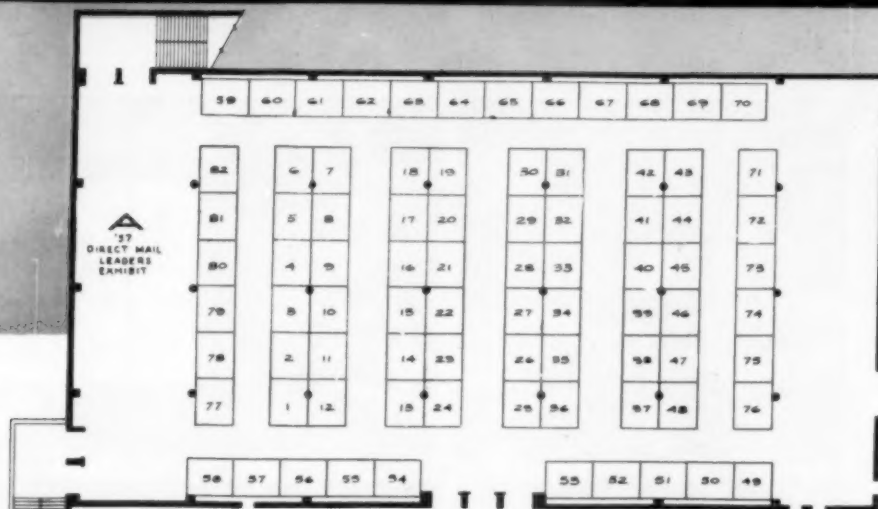
PROF. OF GRAPHIC ARTS: Richard Messner (Marbridge Printing Co., N. Y. C.). Subject: How to choose reproduction processes; letterpress, offset, multigraph, etc.

PROF. OF DRAMATICS: Franklin Wertheim (Abbeon Supply Co., Jamaica, N. Y.). Subject: Tricks, gimmicks and stunts for showmanship direct mail.

12:30 P.M.: ASSOCIATED THIRD CLASS MAIL USERS LUNCHEON (Continental Room). **FEATURED SPEAKER:** Charles O. Porter, Congressman of Oregon and member of the House Post Office & Civil Service Committee.

SPECIALIZATION . . .

2:30 P.M.: THE MARKET PLACE (Continental and Burgundy Rooms). **PRESIDING:** Joseph Callahan (McGraw-Hill Publishing



FLOOR PLAN LAYOUT OF EXHIBITS

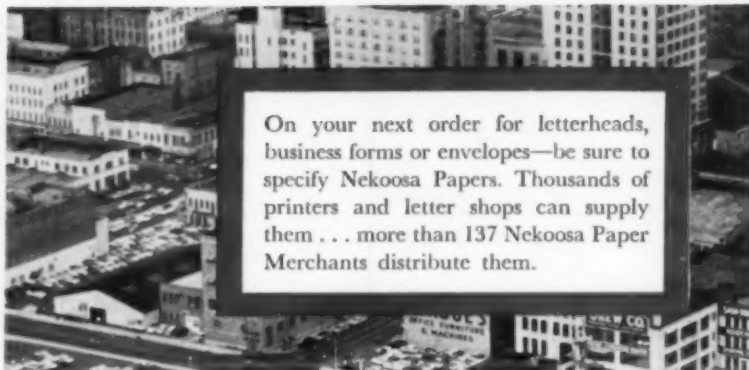


APITALIZE ON DIRECT MAIL CONVENTION EXHIBITORS

CONVENTION EXHIBITORS

Lithoplate, Inc. Booth 1
Remington-Rand. Booth 2
Nekoosa-Edwards
Paper Company. Booth 5
Davidson Corporation. . . . Booths 7-8-9
Mohawk Paper Mills, Inc. Booth 10
National Bundle Tye Co. Booth 11
Responda-Letter. Booth 12
Allen Hollander Company. Booth 13
Russell E. Baum, Inc. . . . Booths 14-15
Don A. Moller Distributors. Booth 18
International Paper Co. . . Booths 19-20
Royal McBee Corporation. Booths 21-22
Tension Envelope Corp. . . Booths 23-24
Idea Art. Booth 27
M. P. Goodkin Company. Booth 28
A. B. Dick Company. . . . Booth 29-30
B. H. Bunn Company. . . . Booth 31
Challenge Machinery Co. . . Booth 33-34
Felines Tying Machine Co. Booth 35
Addressograph-Multigraph
Corp. Booths 37
thru 42
Photostat Corporation. . . Booths 43-44
The Connelly Organization. Booth 46
International Business

Machines Booths 47-48
Filmotype Corporation. . . Booth 49
Dennison Mfg. Co. Booth 51
American Automatic
Typewriter Company . . . Booth 54
American Mail Advertising. Booth 55
Hamilton Paper Company. Booth 56
Hennage Lithograph Co. . Booth 58
Envelope Mfr.'s Assn. . . Booths 59-60
The Sloan-Ashland Div. . . Booth 61
Dunhill International
List Company. Booth 63
Reply-O Products Co. . . . Booths 64-65
The Sorg Paper Company. Booth 66
Colourpicture Publishers,
Inc. Booth 67
Scriptomatic, Inc. Booth 69
Friden Calculating
Machine Company Booth 70
Champion Paper &
Fibre Company Booths 71-72
Elliott Addressing
Machine Company Booths 73-74
Sen Bak. Booths 75-76
Curtis 1000, Inc. Booth 77
Colortone Press. Booth 80
Pitney-Bowes. Booths 81-82



On your next order for letterheads, business forms or envelopes—be sure to specify Nekoosa Papers. Thousands of printers and letter shops can supply them . . . more than 137 Nekoosa Paper Merchants distribute them.



IN JACKSONVILLE

and from coast to coast...

AMERICA DOES BUSINESS ON



Nekoosa
PAPERS

*Nekoosa Bond • Nekoosa Ledger • Nekoosa Duplicator • Nekoosa Mimeo • Nekoosa Manifold • Nekoosa Offset
Nekoosa Master-Lucent • Nekoosa Opaque • and companion ARDOR Papers*

NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN

**It pays to
plan with
your printer!**

Co.), chairman. Includes 14 tables where 75 experts will help you solve specific direct mail problems of your industry.

6:30 P.M.: WINE TASTING PARTY (*Balcony of Main Ballroom*). Sample eight different, delicious wines with fancy cheese and cracker snacks.

7:30 P.M.: INTERNATIONAL BAZAAR AND BUFFET SUPPER (*Sheraton Hall Ballroom*). The brightly decorated ballroom will feature festive booths . . . each selling imported merchandise (under \$5) for the benefit of the International Rescue Committee. A host of foreign nations will be represented during the gala, music-filled buffet and bazaar.

9:30 P.M.: PAN AMERICAN VARIETY SHOW (*Sheraton Hall Ballroom*). A colorful musical production presented by the Pan American Union and Latin American Embassies.



FRIDAY

September 13

SENIOR SESSIONS . . .

9:00 A.M.: CIRCLES OF INFORMATION (*Sheraton Hall Ballroom*). PRESIDING: S. Arthur Dembner (*Newsweek* magazine), chairman. The always-popular circles of information give you a chance to stroll from table to table . . . getting helpful advice from experts on your direct mail problems.

12:30 P.M.: CLOSING LUNCHEON (*Sheraton Hall Ballroom*).

● MAIN SPEAKER: John L. McQuigg, Mgr., J. Walter Thompson, Detroit.

● SPECIAL AWARD: U. S. Treasury Dept.

4:00 P.M.: OPTIONAL WEEKEND TOUR. Special tour will leave the hotel at 4 p.m. for weekend trip to Williamsburg, Yorktown and Jamestown.

DMAA WIVES PROGRAM
CHAIRMAN: Ellen Charney
WEDNESDAY, SEPTEMBER 11:
9:30 a.m.: Private tour of the White House . . . then to Smithsonian Institute and lunch at the Capitol.
● 2:00 p.m.: Tour of Embassy Row, including fashion show, door prizes, flowers, etc.
● 8:00 p.m.: "Military Nite" dinner, music and entertainment (*Sheraton Hall Ballroom*).
THURSDAY, SEPTEMBER 12:
9:30 a.m.: Boat trip down the Potomac to Mount Vernon . . . then drive back to Alexandria for luncheon at the famous "Old Club".
● 2:00 p.m.: Tour of historic sights such as Gadsby's Tavern, Christ Church, Tomb of the Unknown Soldier, Iwo Jima Memorial, etc.
● 7:30 p.m.: International Bazaar & Buffet (*Sheraton Hall Ballroom*).
FRIDAY, SEPTEMBER 13: 9:00 a.m.: Visit to National Housing Center, or personal shopping.
● 12:30 p.m.: Closing Luncheon (*Sheraton Hall Ballroom*).



MASA CONVENTION PROGRAM

September 6-10

Friday, September 6

8:45 A.M.: MASA INTERNATIONAL BOARD MEETING (*Hamilton Room*).

9:00 A.M.: G & H GROUP MEETING (*Caribar Suite*).

9:30 P.M.: EARLY BIRD RECEPTION (*Continental Room*).

8:00 P.M.: CHAPTER OFFICERS MEETING (*Hamilton-Adams Suite*).

Saturday, September 7

9:00 A.M.: RED BADGE RECEPTION (*Continental Room*). CHAIRMAN: William J. Wahl, Buffalo, N. Y.

9:30 A.M.: DEMONSTRATION SESSION (*Sheraton Hall*). CHAIRMAN: Mel Feldenheimer, Philadelphia. Most equipment demonstrated is not shown in exhibit booths.

12:00 Noon: OPENING LUNCHEON. PROGRAM CHAIRMAN: Haines Dennis.

● WELCOME: Dial Elkins, Washington, D. C. (General Co-chairman).

● INVOCATION: Paul Krupp, Los Angeles.

● MC: Lewis L. Fink, Baltimore.

● CONVENTION KEYNOTER: Raymond Blattenberger, Public Printer of the United States.

2:00 P.M.: OFFSET PANELS:

3:00 P.M.: MULTIGRAPHING PANEL

3:00 P.M.: MIMEOGRAPHING PANEL

7:00 P.M.: BUFFET DINNER.

Sunday, September 8

8:30 A.M.: 101 IDEAS BREAKFAST (*Sheraton Hall*). CHAIRMAN: W. Marion Newman, Jr., Dallas "The Idea Lettershops Need Most".

● GUEST SPEAKER: Dick Hodgson, Exec. editor *Advertising Requirements and Industrial Marketing*. "101 Ways to Add Excitement To An Advertising Program".

11:00 A.M.: SHOP COST PANELS:

12:00 Noon: DIRECT MAIL AGENCIES AND COUNSELOR'S GROUP LUNCHEON (*Franklin Room*). CHAIRMAN: Francis S. Andrews, Boston.

2:00 P.M.: THREE SIMULTANEOUS SEMINARS:

1. CAMPAIGN PLANNING, ART, COPY (*Adams Room*). PRESIDING: Dick Smith, San Francisco.

2. PRODUCTION METHODS, COSTS, PRICES: (*Hamilton Room*). PRESIDING: Horace Nahm, N. Y. C.

3. SALES, ADVERTISING, PROMOTION (*Madison Room*). PRESIDING: Francis S. Andrews, Boston.

2:00 P.M.: "KNIGHTS OF THE 1957 ROUNDTABLES (*Sheraton Hall*). GENERAL CHAIRMAN: I. M. Van Gelder, Chicago.

2:00 to 3:00 P.M.: EXCHANGE MEETING SERIES:

4:00 P.M.: COMMERCIAL vs. CAPTIVE SHOP (*Sheraton Hall*). A Mail-O-Dramatic Presentation by Robert Vander Ply, Detroit. THESPIANS: Jean Watson, San Francisco; William Hansen, Detroit; Robert Vander Ply, Detroit.

7:00 P.M.: OPEN SHOPS: Batt-Bates & Co.; Mailing Service of Washington; Personalized Letter Service; United Printing Service; Ward & Paul Duplicating Service.

Monday, September 9

8:45 A.M.: MANAGEMENT PANELS:
9:45 A.M.: MASA INTERNATIONAL ANNUAL BUSINESS MEETING.

11:00 A.M.: TWO CONCURRENT PANELS:

● CREATIVE PANEL (*Continental Room*). Francis Andrews, Boston (Chairman); Alvin Mayer, Baton Rouge, La.; Claude Grizzard, Jr., Atlanta.

● MAILING LIST PANEL (*Burgandy Room*). Earl Schaeffer, Baltimore (Chairman); John Rossel, Detroit; Edward Lustig, N. Y. C.

2:00 P.M.: BUS TOUR OF WASHINGTON, GEORGETOWN and ARLINGTON CEMETERY.

7:00 P.M.: PAST PRESIDENT'S BANQUET (*Sheraton Hall*).

Tuesday, September 10

9:00 A.M.: SALES AND ADVERTISING CLINIC (*Sheraton Hall*). CHAIRMAN: Paul Sampson, Detroit.

● SELECTING YOUR BEST MARKET FOR SALES. Gerald Finn, Montreal; Trayton Davis, Sr., Milwaukee.

● SETTING UP A DIRECT MAIL PROGRAM FOR SELF-ADVERTISING. Nicholas Parker, Montgomery, Ala.; Kenneth Norton, Hammond, Ind.

● SALES FOLLOW-UPS BY LETTER, PHONE AND IN PERSON. Herman P. Goldsmith, Cleveland.

● SELLING TECHNIQUES AND HOW TO MAKE SALESMEN PRODUCTIVE. Del Snider, Portland, Ore.

12:00 Noon: "PROFITS ON THE POTOMAC" CLOSING LUNCHEON

You've heard about the shoe-shine boy who gave the best shine in town, but walked around with his own shoes scuffed and dirty...

Well, for a long time, we were just like that shine boy. Over a ten-year period, we won more awards than we could count for promotion pieces we did for other people. But we never did a thing for ourselves!

Last year we decided to change that. We did a series of promotion pieces to tell people about us. It was fun. And these pieces worked. And history, as it will, repeated itself.

Our own promotion for Monogram Art Studios won us an award in last year's Direct Mail Advertising Show as Best in the Advertising Agency-Art Studio Field and another award from the American Institute of Graphic Arts.

Just goes to show you, we can do for ourselves what we've been doing all along for others. But, frankly, we'd much rather do it for you! Why don't you talk to us now about your next promotion?

PLAZA 3-8974



We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

SEE FRONT PORCH SCUTTLEBUTT (page 00) for an introduction to and description of this special pre-convention issue of The Reporter. Will give you a better understanding of what is in store for you.



□ **MEET THE NEW POSTMASTER GENERAL OF CANADA** . . . Hon. William Hamilton of Ottawa. This picture arrived too late to appear in the



August **Reporter**. See "Scuttlebutt" item in that issue for the description of Bill's rise to a just-right position . . . from his former job as secretary-manager of Montreal Sales Executive & Advertising Club.



□ **IF YOU WANT TO SEE** an unusual and outstanding mail order approach, write to Jack Leslie, president of Leslie Creations, Lafayette Hill, Pa. . . . and ask him to send you a copy of his miniature catalog titled "Trends in Leisure Living." It's a bright, informal 32-page booklet . . . just 4½" x 2¾" in size. Mailed in a miniature envelope, the tiny sales piece creates a top-flight

impression for 22 items shown in editorial style. With light, casual copy (one item to a page), soft-sell is highlighted by fillers on leisure living which entertain the reader while putting across Leslie's quality story. Jack's relaxed introduction puts the reader in just the right mood: "Sit back, slip a record on the turntable, pour yourself a drink and relax! This might be a good time to look over this booklet, but if it spoils the music . . . just put the catalog away 'til later and just listen . . ." We'll bet Leslie's "leisure-miniature" approach will play a pretty tune on the sales cash register!



□ **SPEAKING OF MINIATURES** . . . Cleveland Letter Service, Inc., 740 W. Superior Ave., Cleveland 13, Ohio, came up with a novel self promotion letter. Headlined "Cleveland Letter Savings & Trust Company," it carried a tip-on pocket containing a miniature "Bank Book of your account at Cleveland Letter Service." The "Bank Book" listed the direct mail firm's "Departments & Services, Record of Savings, etc." Theme of letter was built around the point that CLS was a "Savings" (plant and personnel guarantee savings) and "Trust" (ability to produce quickly with quality, on schedule) Company. A clever idea for getting new "depositors."



□ **DIRECT MAIL TO THE RESCUE:** The Walker Co., houseware and hardware store in Oak Park, Ill., thought they had a dandy way to get new charge accounts . . . by offering employees 50c for each new account they opened. But salesgirls were so anxious for the half-dollar bonus, they signed up practically anybody who strolled into the store. Walker then turned to direct mail to refine the traffic. They use the local welcome service to build a mailing list . . . sending friendly, personal letters



Feeling Listless? See Your Onomatologist

If your advertising is suffering from a lack of responsive prospects, then yours is a case for the Guild organization. We specialize in selecting and classifying names to meet the list needs of many of the country's leading mailers.

Do you want more business? Do you know where to get it? Are your logical markets in the lower or higher income brackets? In any particular age group or type of industry? Should your prospects have some special interests such as gardening, mechanics or sewing? Should they be businessmen or mothers of young children? Who exactly are your prospects, where are they, and why?

For over 58 years the Guild organization has been helping American business with its list problems. We have access to information about thousands of nation-wide lists of all kinds including the active customer lists of many prominent mail-order companies.

Send us a specimen of the material you plan to mail. We will analyze it in terms of its markets and suggest ways for you to reach more responsive prospects.

GUILD OFFICES: 160 Engle St.



ENGLEWOOD, NEW JERSEY

Charter Member National Council of Mailing List Brokers

REPLY-O-LETTER



invites you
to visit
BOOTHS 64 & 65
at the

D.M.A.A.

40TH ANNUAL
CONVENTION

SEPT. 11, 12, 13
PARK SHERATON HOTEL
WASHINGTON, D.C.

These representatives from New York and our branch offices will be available to discuss your direct mail requirements:

Charles R. Choquette
Monroe Koestler
Albert Marmon
Maxime Meisell
Seymour Reiner
Richard E. Tirk
Sydney A. Mandel
(Chicago)
Robert J. Walker
(Boston)
Joseph E. Zucker
(Cleveland)

REPLY-O-LETTER

SEE PAGE 75

to good new prospects in town. Low pressure (no reply card) letters simply invite the **right** prospects to visit the store. The selective direct mail system has increased the store's account customers . . . getting better ones at less cost than the "take anybody" method.



□ **THERE'S IDEAS A PLENTY** in a brand new kit recently produced by Linton Brothers & Co., Fitchburg, Mass. Titled "Idea File For Mail Advertising & Mailing Methods," it's a brilliant portfolio including eight bristol sheets . . . each showing sales ideas for selling potential users of mail advertising, with thumbnail sketches of layouts, formats, etc. Each piece also carries helpful tips for more effective mailings . . . covering mailing lists, addressing techniques, postage procedures, etc. You can get the idea kit by writing to Linton Bros. advertising department at Box 460, Fitchburg 8, Mass.



□ **MAIL ADVERTISING SERVICE ASSN. OF N. Y.** recent annual Business Meeting resulted in the election of Edward S. Lustig, Circulation Assoc., as new president for the ensuing year. Vincent Nugent, B. Brown Assoc., was elected vice-president; Jack Gold, James Gray, Inc., secretary and Robert Hodes, Jr., Hodes-Daniel Co., treasurer. Elected to the Board of Directors for two years were David Cohn, Prompt Multi-graphing & Mailing; Bernard Fixler, Creative Mailing Service; Louis Neibart, Neibart Assoc. Press and David Ostrom, Reuben H. Donnelley Corp. Other board members, Elliot Abrams, Tyme Letter Service; Robert Patafio, Ambassador Letter Service; Henry Rothman, Century Letter Co. and Louis Schwielloch, New Era Letter Co., will continue to serve for another year.



□ **REPLY CARD COMPLETENESS** is an important factor in the success of inquiry-getting mailings. One of the best examples we've seen lately came with a folder from Display Sales, 1632 Gest St., Cincinnati 4, Ohio. Their card included a perforated tab slipped over the top of the folder. One side of the tab was used as an attention-getter . . . a cartooned "Sir: Your Attention Please!" which directed the eye to both folder and reply card. Other side of the tab included a brief and friendly list-cleaning appeal. Card itself provided lines for checking: (1) I am now using your Point of Sale material; (2) I'm interested in your service. Please have your representative call;

(3) Am not interested at the moment, but might be later on, and (4) Point of Sale isn't my job—it's handled here by (space provided for writing in new name)." This card is really complete . . . for both accurate inquiry information and mailing list correctness. How do yours measure up?



□ **HERE'S A CREATIVE SWITCH** on the usual "vacation schedule charts" which flood the mails during the summer months as promotion pieces. Ball Associates, Philadelphia public relations firm (1523 Spring Garden St.) sent clients and friends a "vacation wishes" card. Cartooned greeting contained this summertime verse: "Whether you visit the rolling sea, Or remain home and roll under your tree . . . Have a full measure of sunshine & pleasure . . . And return well rested with memories you'll treasure! A happy, healthy and well-rounded vacation from Ball Associates." A good idea to remember for next summer.



□ **CHICAGO NOW HAS PERMANENT ADVERTISING HEADQUARTERS.** The Chicago Federated Advertising Club has opened the city's only permanent club facilities run exclusively for advertising people. It's on the ninth floor of Carson, Pirie, Scott & Co.'s men's store building . . . with a private club entrance on Wabash Ave. Under the executive direction of Dan J. Collins, the new \$40,000 advertising home takes in 4,000 square feet . . . including a lounge bar, dining room seating 125 people and office space. Memberships are limited to men and women in advertising and graphic arts, and members of affiliated CFAC organizations such as the Mail Advertising Club of Chicago.



□ **"THE MOST INTERESTING ENVELOPE I EVER SAW,"** a contest run by Tension Envelope Corp. for readers of their **Envelope Economies**, was won by Sam Sigoloff of Studer's, Inc., San Antonio, Texas. He took the first-place prize of a matched Borel watch set for telling how Tension's Touch 'n Seal envelope saved his company \$4,500 during the course of a year . . . by reducing mail room personnel. Second place was a tie between Richard K. Lange of the **Prairie Farmer**, Chicago, Ill. and Lawrence Clark, Twin City Lumber Co., St. Paul, Minn. Third place was another tie . . . between Harry Berman, Spartan Aircraft,

arthur martin karl, president

names

names

names

names unlimited, inc. 352 fourth avenue, new york 10, n.y.

games

murry hill 6-2454

OUR 30th YEAR

*Who's playing games?
We sell names!*

WELCOME TO THE DMAA 40th CONVENTION!

We're looking forward to being
with you - my staff and I -
and we all should have
a Capital time!

DMAA

Arthur Martin Karl, president

Walter Karl

Charles Crane

Edith Crane

Leonore Lamar

Ruth Steigman

*Why does
everybody call
her Lamar?
Is she a glamour girl?*

*O.K.
with corrections
MK*

member national council of mailing list brokers



Auto-typist hits letter typing right on the button

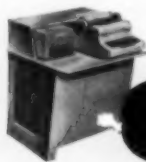
Push-button automatic typing is bringing automation to the handling of office correspondence. Now typists push buttons instead of keys, and Auto-typist machines take over and do the typing. They do it in marvelous fashion, too—turning out letters at $2\frac{1}{2}$ times the speed of the fastest typist—neat, erasure-free, error-free letters that are as personal as your signature.

Well over half of general office correspondence is routine—or can be standardized. Sales letters, order acknowledgements, answers to inquiries, and collection letters are only a part of the correspondence that can be handled faster, easier, and more economically by Auto-typist. One typist can turn out 100-125 letters each day with an Auto-typist—3 to 4 times normal manual typing output.

How Auto-typist works—Precomposed letters and paragraphs are perforated on a wide paper roll. This perforated roll operates the typewriter keys. As much as 250 lines of copy can be stored on one roll. Twenty to thirty complete letters can be prepared, or a series of paragraphs which can be combined to make up dozens of letters.

Salutations are manually typed. Then, by pushing the button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter wanted, or assembles the paragraphs in the order desired, and types each word as if it had been done by hand. Manual insertions of personal or variable data can be made in any part of the letter.

Present users include banks, manufacturers, insurance companies, hotels, publishers, retailers, fund raisers. Applications range from general correspondence typing to specialized uses such as new account promotional letters. The complete story is yours for the asking. Just write us on your letterhead.



Auto-typist

AMERICAN AUTOMATIC TYPEWRITER CO., 2323 N. PULASKI RD., CHICAGO 39, ILL.
MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST

Tulsa, Okla. and Robert Zulauf, Koch Supplies, Kansas City, Mo. The contest was an **Economies** special feature on "Contests" . . . and drew scores of entries from envelope users from coast to coast.



☐ **SPORTS ILLUSTRATED** really means "illustrated" in this recent full-color subscription letter. Message begins $1\frac{1}{2}$ " from bottom of $10\frac{1}{4}$ " deep, four-page format. All of the inside second



page is devoted to full-color editorial spreads from the magazine (with subscription offer continuing on inside third page). And . . . half of the back page is taken up by full-color sports photos. The unusual format creates a dynamic illustrative effect for a letter selling exciting illustrated sports coverage.



☐ **THE ADVANTAGES OF DRY OFF-SET** are detailed in a new four-page folder from Davidson Corp. Illustrated text points out why the dry process is becoming more and more popular as an easy offset reproduction method. Some of the advantages outlined in the folder include: No ink and water balance to maintain; Plate outlasts conventional relief plates because inked image is transferred first to rubber blanket; Process permits use of a wide range of inks and stock textures, etc. Ten instructive photos show how the Davidson Dual-Lith can be used for the process. This is the third in Davidson's folder series on Dry Offset. You can get a copy by writing to them at 39 Ryerson St., Brooklyn, N. Y.



☐ **GOOD BAIT:** Miller Printing Machinery Co., 1101 Reedsdale St., Pittsburgh 33, Pa., does a consistently good job of



An elephant gun is for shooting elephants

Simple logic, really—because that is precisely what it was designed to do. Functional design.

If the function of your advertising is to *sell*, then you best include Polk direct mail in your plans . . . for no medium or combination thereof is better suited to the singular task of *selling*.

Here's why:

The Polk Market first selects the "right" audience from those Americans who annually have more, want more, buy more. Then the fundamental advantages of personalized direct mail advertising deliver high impact, high readership, high floor traffic at the retail level where sales are made.

The next logical move is up to you . . . call us for recommendations on your 1958 plans. They will be more effective.



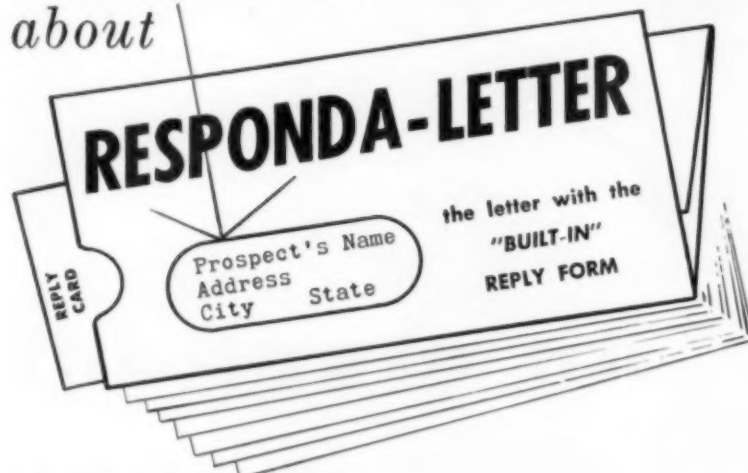
R·L·POLK & CO.

p u b l i s h e r s

431 Howard Street • Detroit 31, Michigan

CHICAGO • CLEVELAND • NEW YORK • PHILADELPHIA • ST. LOUIS • TRENTON

Some facts you should know about



WHO uses Responda-Letter?



INSURANCE COMPANIES

of all types—life, casualty, auto, health and accident — all use Responda-Letter. It brings them more inquiries, more sales!



FUND RAISERS . . .

Charitable organizations and other fund-raising groups find Responda-Letter's "built-in" reply envelope a real help in fund solicitations.



MANUFACTURERS

of all sizes, making all types of products use Responda-Letter to get inquiries, to "back-up" salesmen and, to make direct sales.



PUBLISHING FIRMS

put Responda-Letter to work bringing new subscriptions and renewals. The "built-in" reply form makes it easy for their prospects to reply.



"CLUB PLANS" . . .

Book clubs, gift clubs, and others using the club plan of selling have discovered that Responda-Letter is an ideal "recruiter" of new members.



MAIL ORDER HOUSES

A wide variety of firms retailing and jobbing by mail use Responda-Letter to get sales, inquiries, to clean lists and build new lists.

WHAT will it do for me?



Gets you MORE REPLIES—

Needless to say, the most important benefit of Responda-Letter is its reply-pulling power. Test after test proves it superior to ordinary mail.



Creates more READER INTEREST—

The "built-in" reply form personalizes your mailing—catches and holds Mr. Prospect's interest and attention from the start.



Keeps mailing costs LOW—

The additional replies you get with Responda-Letter combined with its surprisingly low prices often result in sharply reduced costs per return.

Adapts to any direct-mail NEED—

No matter what your product, service or need, Responda-Letter will fit your advertising program. May we discuss a Responda-Letter mailing with you?

WHERE can I find out more?

If you'd like to find out more about Responda-Letter, write us or give us a phone call and we'll be delighted to furnish you with full details:

RESPONDA-LETTER

CHICAGO: 411 South Sangamon St., Chicago 7, Ill. (MO) 6-9878

NEW YORK: 520 Fifth Avenue, New York 36, N. Y. (MU) 7-6359

getting inquiries from printers for Miller presses, etc. Their latest mailing was a simple but dramatic "fish story" . . . a heavy-stock French-fold piece headlined briefly: "Are You Angling For Greater Profits?" When opened, the folder's center spread produced a spectacular-looking abstract fish . . . with a die-cut mouth which opened to reveal in reverse: "Get A Miller". Copy on back told how "Miller high speed letterpress and offset equipment can take the slack out of your line and increase the size of your catch". Enclosed reply card provided "the right bait to land the big ones". A whale of a mailing!



□ **THIS "TWO-STATION PHILLIPSBURG"** is a new inserting and mailing machine recently introduced by Inserting & Mailing Machine Co., Phillipsburg, N.J. Smaller than an average office desk, the two-station model performs eight operations in continuous sequence . . .



gathers enclosures, opens flaps, stuffs, moistens, seals, prints indicia, counts and stacks. Only one operator is needed to turn out up to 6,000 finished pieces per hour in most all weights of paper. The new machine is particularly good for mailings requiring a second insert (envelopes, catalog sheets, etc.). You can get an illustrated brochure on the new model by writing to Insert & Mailing Machine Co., Phillipsburg, N.J.



□ **POWER OF PUBLICITY DEPT.:** Quoted here in its entirety is a picture caption received last month: "Heavyweight champ gets lightweight portable! When Erik Ohlsson, president of Facit, Inc., heard that Floyd Patterson, professional heavyweight boxing champion of the world, was an amateur typist, he made a special trip to the king's camp at Greenwood Lake to present him with a

new, lightweight, Swedish Halda portable. Right after posing for a presentation shot, the champ promptly sat down and knocked out a few words for the visiting firemen—then donned his workout uniform and proceeded to knock out a few sparring partners." That explains it! Hurricane Jackson must have done his training by longhand . . .



□ **BUNNIES FROM BALTIMORE:** When Stanford Paper Company recently opened a new sales and warehouse in Baltimore, they kicked off the operation with a well-executed four-piece direct mail campaign. After three announcement folders, the last shot was this eye-catch-



ing, tell-all piece. The die-cut, accordion-fold rabbits mailed to about 450 key personnel in Baltimore's printing and advertising firms told how to "Propagate Profits With Perfect Printing Papers". The whole campaign (produced for just under \$1,000) got plenty of active attention for Stanford's new Baltimore wing. Sales promotion manager Joe Marshall says he has an over-run on the bunny mailing for anyone who would like a sample. Write to him at 3001 V. St., N.E., Washington 18, D. C.



□ **THE NATIONAL BUSINESS SHOW** at New York's Coliseum next month (Oct. 28-Nov. 1) will feature a unique "Management Center" in its central theme area. Leading experts in various office fields will act as panelists to answer questions from visitors on specific problems. Areas to be covered include data processing, methods and procedures, records administration, communications, duplicating and copying, etc. This idea sounds like a good one . . . which more exhibit promoters should investigate.



□ **IF YOU'RE LOOKING FOR COMPARATIVE PHOTOGRAPHY PRICES,** you can get a load of information from the new price list and photo-use primer just published by Rapid Copy Service, Inc., Chicago. Contains a unique checklist showing 52 different time, money and labor-saving uses for photostats. Also has idea-starters for using planography, giant photos, and other services offered

NOW...

■ **your mail**
■ **shipments**
■ **deliveries**

TIED 10x FASTER



Anything you now tie by hand, you can tie up to ten times faster on a famous Bunn Tying Machine. Operates automatically to give you a tight, uniform tie . . . in two seconds or less! Letter bundles of any size or shape, magazines, "flats" of all types—whatever the tying job may be, machine-tying by Bunn can save you up to 54 minutes out of every hour currently spent on old-fashioned hand tying. Think what speed like this can mean to the efficiency of your operation.

Check these 5 money-saving features

Automatic adjustment: Any size, any quantity of envelopes is tied in the same speedy time . . . no time lost for manual changeovers.

Controlled tension: The strong twine is never too tight or too loose . . . can't cut envelopes . . . can't slip off . . . reduces damage and loss.

No waste: Automatically uses just the right amount of twine.

Slip-proof knot: Postmasters everywhere approve the pilfer-proof Bunn knot . . . can't come undone even with rough handling.

Simple operation: Inexperienced operators become experts in minutes. Operation is fatigue-less and completely safe.

Remember . . . Bunn Package Tying Machines are used by mailers of every size . . . for faster, better, economical tying.

BUNN

**PACKAGE
TYING
MACHINES**
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-97, Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.



GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

7642

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. RD-97
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name

Company

Address

City Zone State



THROUGH DIRECT MAIL

Like 'most any business, an airline is constantly working to convert prospects into customers—paying passengers. And that's why TWA uses direct mail . . . created by the Hickey Murphy Division of James Gray, Inc. . . . to get early reservations for group travel to conventions and meetings.

Hickey Murphy's thorough understanding of TWA's services . . . plus its ability to "talk" the prospect's language . . . and its specialized knowledge of copy, layout and production . . . keep TWA Convention Sales on the beam.

Learn for yourself how the creative services of Hickey Murphy can work for you. Send today for your free copy of How To Put Action Into Your Direct Mail—and ask to see the case history file.

the
HICKEY MURPHY
division of
JAMES GRAY INC.

216 East 45th Street

New York 17, N. Y.

Murray Hill 2-9000

by RCS. Each method is highlighted with easy-to-figure prices for various quantities. You can get a copy by writing to RCS at 123 N. Wacker Drive, Chicago 6, Ill.



□ **HOUSE MAGAZINE EDITORS** have a new trade publication . . . devoted exclusively to company publication editing. It's **The Industrial Editor**, published and edited by Roger Holmes at 8341 Westlawn Av., Los Angeles 45, Calif. First issue of the new monthly magazine was a 24-page, 8½" x 11" book containing features about leading h.m. journalists, how they work, etc. Also included good articles on editing problems, photography, production, selling management, etc. Subscription to **The Industrial Editor** is \$4.00 per year. If editor Holmes keeps up the pace of his first issue, it's a worthwhile investment for all house magazine editors.



□ **BBDO HOLDS SECOND DM SHOW:** Batten, Barton, Durstine & Osborn, Inc. recently held their second annual exhibition of unusual mailing pieces for the benefit of the agency's employees.



About 500 specimens were showcased at the New York exhibit. Shown here are guests of honor Arthur Burdge, DMAA president and Henry Hoke, Jr., **Reporter** publisher, who got quite a kick out of some "Unique use of color" samples shown to them by Harry Olsen, BBDO art director and Bill Jeffery, BBDO sales promotion manager.



□ **THE CHARACTER COUNTER** is a new, inexpensive copy-casting gauge being marketed by Taylor Publishing Co., 2043-45 Wesleyan Rd., Dayton 6, Ohio. The 9½" x 4" vinylite gauge quickly measures typewritten copy (both elite and pica) with 100% character-count accuracy. Transparent center has vertical rules which show 6 characters for elite copy and 5 characters for pica copy. When

placed over typewritten matter, the character count for each line can be seen at a glance. A handy aid for copywriters, printers, etc. . . . sells for \$1.00



□ **ADA C.**, direct mail-wise proprietor of an unusual ladies shop in Oberlin, Ohio, came up with a clever advertising stunt for Oberlin Anniversary Days last month. Ada ran a popular "Cinderella" contest to select a local beauty to reign over the Oberlin Days dance. Promoted the idea with an announcement and registration mailing to young girls in town, etc. When Ada penned us a note about the contest, she summed it up this way: "Can you imagine the mailing list I compiled from this? Telephone numbers, bust measurements and the like." This "fairy god-mother" is a smart direct mail planner as well!



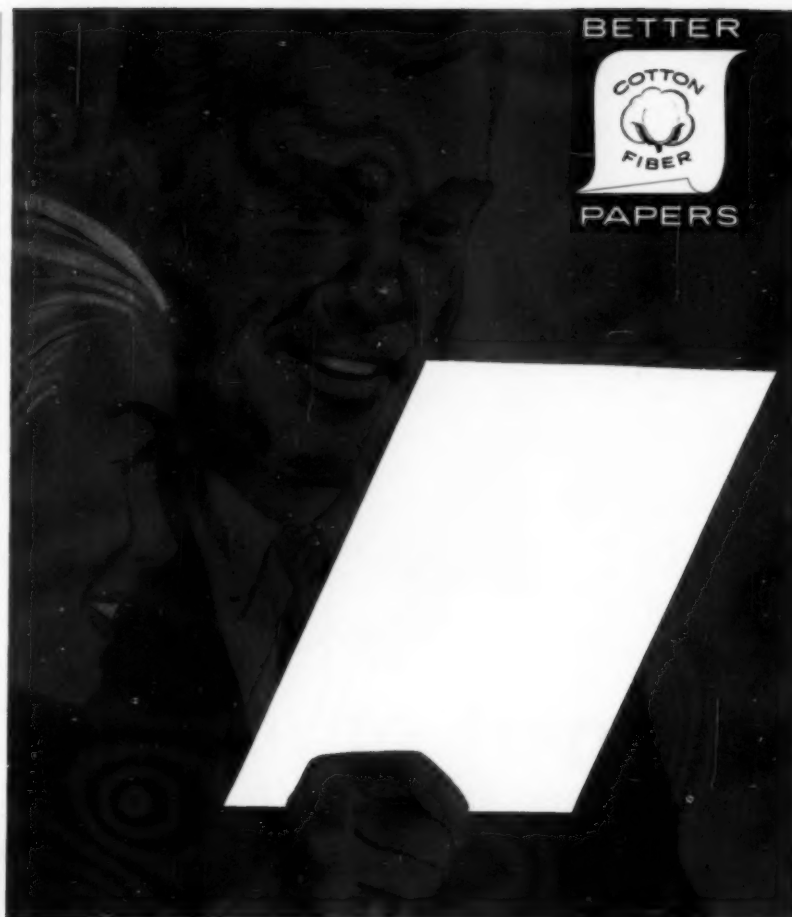
□ **AIRPLANE PILOTS** have been on the receiving end of a clever folder series created by Gene Wyble Advertising, Millville, N. J. . . . for their clients, Airwork Corp. (distributors of aviation equipment). Wyble, who produces 40 mailings a year for Airwork, created this cartoon approach to get pilot ac-



ceptance for AC Spark Plugs . . . a relative newcomer in the aviation field. The problem, says Gene Wyble, is that pilots develop a "safety" complex in relation to items they have used successfully for years. A series of six cartooned-headline folders sent to pilots at two-week intervals put the AC Plug safety factor story across effectively.



□ **CHICAGO BUSINESS & CONSUMER COVERAGE** is complete in the new 5th edition of *The Chicago Street Ad-*



**Yes, "BETTER PAPERS ARE
MADE WITH COTTON FIBER"
And WESTON BOND proves it**

Because it is made better with *cotton fiber*, WESTON BOND has all the beauty of finish, all the impressiveness and character you look for in a letterhead paper.

Against the sparkling brightness and uniform texture of WESTON BOND, typing looks neater, cleaner . . . letters look more inviting, easier to read. See for yourself the difference cotton fiber can make. Ask your printer to use WESTON BOND on your next lot of letterheads.

WESTON BOND is available through your favorite printer in white, colors, white opaque, white litho finish and envelopes to match with instant sealing flap gum. Write for a sample book. Address Dept. DM



BYRON WESTON COMPANY
Makers of Papers for Business Records Since 1863
DALTON, MASSACHUSETTS

WESTON BOND
Cotton Fiber Quality Letterhead Paper

To be...or not to be (OPENED)



*is no longer
the question!*

When your sales message reaches the prospect's desk in a Cupples-Hesse envelope, there is little (if any) doubt that it will be *opened*. You see, Cupples-Hesse envelopes are smartly designed and *engineered* to arrest attention, create interest.

If you want to be certain that your envelopes will do the best possible selling job, call us! You'll be glad you did.

Cupples-Hesse manufactures a complete line of stock and custom-designed envelopes. All sizes, styles and colors. Priced right, too!



CUPPLES-HESSE CORPORATION
4100 N. Kingshighway, St. Louis 15, Missouri—EVergreen 3-3700
CUPPLES-HESSE CORP. of Michigan
3635 Michigan Ave., Detroit 16, Michigan—TAshmoa 6-7360
CUPPLES-HESSE CORP. of Iowa
1485 Keo Way, Des Moines 14, Iowa—ATlantic 8-5737

dress Directory . . . published last month by Reuben H. Donnelley Corp. More than 1,000,000 city residents and business firms are listed. L. W. Reich, Donnelley regional general manager says 460,788 new listings and changes have been made since the '56 book was published. The new volume, used for mailing lists, contains no advertising and is leased on an annual basis. You can get more information about it by writing to Donnelley at 350 E. 22nd St., Chicago, Ill.



□ **THE LETTER SHOP**, 67 Beale St., San Francisco, Calif. has done it again . . . with another smart self promotion. Their newest effort included an actual 17" x 22" blueprint of The Letter Shop's plant and office floor plan . . . with an accompanying letter headlined: "A 'Dream House' For Advertising and Sales Executives." A nine-point outline told why "Our Blueprinted Service Means: Speedier Re-Shipment, Convenience, Savings on Freight Charges, Expert Handling, etc." This mailing was "well-planned" . . . literally. Dick Smith's promotion pieces are the work of a real attention-getting "architect".



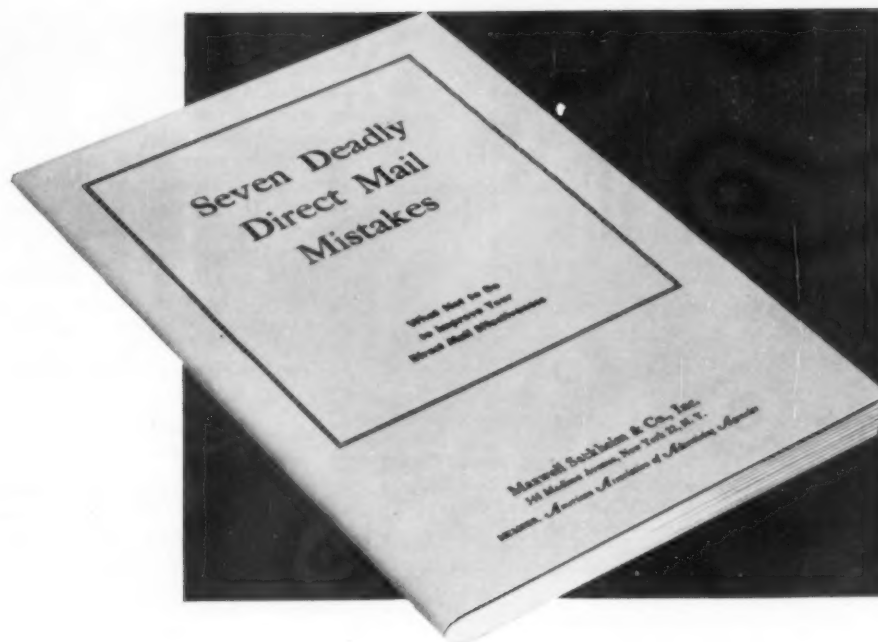
□ **CONOFLOW CORPORATION**, Philadelphia, Pa. industrial manufacturer, was the recent winner of the National Advertising Agency Network's Award of Direct Mail Excellence. The national contest included 465 entries from all types of firms. Conoflow's winning entry consisted of direct mail pieces promoting the sale of their control valves, actuators and regulators. The industrial firm's agency is the Ullman Organization, Philadelphia.



□ **WARNING TO POST CARD CREATORS:** The Postal Dept. is cracking down again on enforcement of Post Card Regulations . . . with a sharp look-out for size and weight violations. Dimensions for 2¢ post cards must be between 2 3/4" x 4" minimum, and 3 9/16" x 5 9/16" maximum in size. Post card weight must be stock similar to government postal cards (93 lb. post card stock). If your card doesn't meet these specifications, a notification must appear in the indicia stating the letter rate is required (3¢ per ounce). Watch your size and weight.



□ **PAPERMAKING IN THE LAND OF HIAWATHA** was the subject of a special feature issue of **The Becco Echo** . . . published by Becco Chemical Div.,



Write
for a
Copy
Free!

What NOT to do to Improve Your Direct Mail Results

By Maxwell Sackheim

There are *at least* seven ways to cut down results from your Direct Mail efforts. Here they are:

1. Give the prospects a good reason for not opening your mailing.
2. Give the reader a reason for not reading your mailing.
3. Make trivial tests.
4. Make sales, not customers.
5. Write only short letters.
6. Let the lists go to the last.
7. Forget that your letters are you.

If you'd like to read more about these mistakes, so you can avoid them, mail the coupon. There is no obligation.

We are delighted to help the cause of successful Direct Mail advertising by pointing out what *not* to do. As we say in our booklet, the Eighth Deadly Direct Mail Mistake is to think there are *only* Seven! But let's start here. Mail the coupon, if interested.

Maxwell Sackheim & Co., Inc.
545 Madison Avenue, New York 22, N. Y.

Please send me.....copies of your booklet, "Seven Deadly Direct Mail Mistakes."

Name.....

Company.....

Address.....

City.....Zone.....State.....

Maxwell Sackheim & Co., Inc.
545 Madison Avenue, New York 22, N. Y.

MEMBER, *American Association of Advertising Agencies*

COMPILATION ENGINEERING

*The New Profession
Developed by Walter Drey, Inc.*

BEFORE WORLD WAR II, compilers needed very little training to prepare accurate and profitable mailing lists for their clients. If they could read, write and understand simple arithmetic, no further education was required. But scientific and economic developments in all other fields since World War II demanded that Mailing List Compilation be improved and brought up to date. *Compilation Engineering*, the new profession developed by Walter Drey, Inc. is a compound of knowledge which includes an understanding of Economics, Sociology, Research, Psychology and Mathematics.

What distinguishes a *Compilation Engineer* from a Compiler can be visualized by calling attention to the essential differences between Arithmetic and Geometry. Arithmetic, like the work of a compiler, deals only with concrete quantities. Geometry, that branch of Mathematics which investigates the properties, relations and measurements of solids, surfaces, and angles, evolved a definite system of analysis, investigation and relationships very similar to the one invented by the first *Compilation Engineer*.

The task of a *Compilation Engineer* starts where the work of a Compiler stops. For a *Compilation Engineer* finds the unknown factors, investigates the similarities, and/or differences, appraises and measures their potential values to a mailer and then develops a list as a series of names and addresses with a common denominator of interest.

1,000,000 AMERICAN MEN AND
WOMEN OF VISION
(Community Leaders-Public
Opinion Molders)

Individuals of Above Average Intelligence, Culture and/or Income whose personal opinions today will be the public opinion of the City tomorrow.

6,000,000 FIRMS AND/OR INDIVIDUALS
ARE COMPILED FROM THE YELLOW
PAGES OF CLASSIFIED TELEPHONE
DIRECTORIES

Selected from Cities Of Over 50,000 Population Including Suburbs In Metropolitan Areas. *Compilation Engineering* Assures Accuracy And Avoids Duplication.

4,000,000 EDUCATED AMERICANS
AT HOME ADDRESS

Where they live and what they do is an open book to a trained *Compilation Engineer*.

620,000
Representative Americans at Home Address Identified as Interested in "High-Brow" activities.

700,000 MEMBERS OF ASSOCIATIONS IN
SCIENCE AND/OR EDUCATION
Secured and Maintained as separate Lists by our *Compilation Engineering* Division.

*Write for bulletins
describing these
and other lists.*

1,400,000 DREY'S SELECTED "C.F.I." EXECUTIVES AT BUSINESS ADDRESS (C.F.I.—Commerce, Finance, Industry) Administration, Finance, Management, Operations, Sales Service, Presidents, Executive V.P.'s, Treasurers, Controllers, "Junior Executives" (titles below V.P.), Advertising, Marketing, Personnel, Research, Traffic, Production, District, Regional, Branch, Plant Managers.

WALTER DREY, inc.

MAILING LIST CONSULTANTS

LISTS OF INDIVIDUALS OF ABOVE AVERAGE INTELLIGENCE,
CULTURE AND/OR INCOME

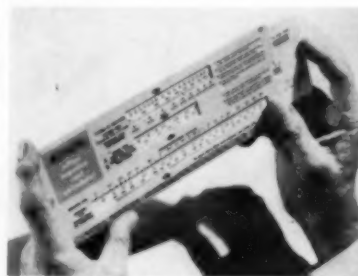
BROKERAGE • COMPILATIONS • RESEARCH

257 FOURTH AVENUE, NEW YORK 10, N.Y. ORegon 4-7061
333 N. MICHIGAN AVENUE, CHICAGO 1, ILL. Financial 6-4180

Food Machinery & Chemical Corp., Buffalo, N. Y. Created by Becco's agency, John Mather Lupton, Inc., 420 Lexington Ave., New York 17, N. Y., the four-page feature told the story of Escanaba Paper Co. in the upper peninsula of Michigan (Delta County). Interspersed with lines from Longfellow's *The Song of Hiawatha*, was an interesting profile of the north woods country, and how Escanaba makes paper there . . . with help from Becco chemicals. The illustrated history and tour of the paper company tied in with Longfellow's immortal tale. An unusual and effective way to tell an interesting company story.



☐ DOES IT REALLY PAY to make your own negatives? Operators of offset duplicating departments who have pondered this question can now find the answer in a hurry . . . with a new Cost Calculator offered by Kenro Graphics, Inc. The plastic coated slide chart shows



quick comparison between price of getting negatives made outside and by using Kenro's Vertical 18 camera. Shows complete cost of production, etc. according to negative size. You can get the free Cost Calculator by writing to Kenro at 25 Commerce St., Chatham, N. J.



IF THE POSTAL HASSLE HAS YOU ON EDGE . . . maybe you should read a new booklet published by The Advertising Council. Titled *How To Deal With Your Tensions*, it was written by Dr. George Stevenson, consultant for the National Assn. for Mental Health. Points out that occasional bouts of anxiety and tension are normal . . . and Dr. Stevenson offers a checklist of eleven ways to cope with them. He also warns that too-frequent emotional and tense upsets require professional treatment. The booklet is being widely promoted by the Council to help NAMH's drive for mental health. You can get a copy by writing to Better Mental Health, Box 2500, New York 1, N. Y.

DIRECT MAIL ADVERTISING AND SALES IDEAS

REPORTER REPRINTS

Reprints of Fact-Filled and Idea-Stimulating articles from The Reporter of Direct Mail Advertising:

- 1 49 WAYS DIRECT MAIL CAN BE PUT TO WORK IN YOUR BUSINESS: A check list. Find out how many of the 49 ways you can use in your business 10¢
- 2 PARTNERS IN PROFIT: An outline of Rust-Oleum's (paint manufacturer) successful manufacturer-distributor campaign 25¢
- 3 SALES MANAGER WITHOUT SALESMEN: Paul Bringe, sales manager, Dustless Brush Company, Milwaukee tells how he replaced salesmen with direct mail advertising 25¢
- 4 HOW IMPORTANT IS GOOD LETTERHEAD DESIGN? Let Joseph Koelbel of R.O.H. Hill, Inc., New York tell you how to improve your letterhead 25¢
- 5 HOW AN EXCLUSIVE RETAIL SHOP USES DIRECT MAIL SUCCESSFULLY: Gives a complete direct mail program used by Lynn's Distinctive Apparel Shop, Peoria, Illinois. Can be adapted to other retail stores 25¢
- 6 BENJAMIN MOORE MAILED CANNED TRICKS TO CAPTURE WEST COAST PAINT DEALERS: A playful report on paint promotion .. 10¢
- 7 SOME PLAIN THINKING ABOUT DIRECT MAIL: Four formulas on how to make your direct mail better. An outline for thinking 25¢
- 8 ADVERTISING MANAGER submitted budget to new president who slashed direct mail from next year's program. Problem: How to convince management that direct mail must stay to achieve maximum promotional impact. Brainstorming produced 58 excellent answers. 25¢
- 9 NEWSLETTERS SEEM TO BE TODAY'S magic format. Most successful one so far is Emery Air Freight's. Tell-all case history gives methods, results, copy cues 35¢
- 10 CAN YOU MEASURE DIRECT MAIL beyond usual method of counting reply cards? Yes ... thru readership studies. Leonard Raymond of Dickie-Raymond, Boston, reports of 5 studies giving results and illustrated material 35¢
- 11 THIRTEEN READY-MADE LETTERS FOR FINANCIAL SALES SUCCESS. Ferd Nauheim, Partner, Kalb, Voorhis Co., Washington, D.C. presents 13 different letters for selling securities and explains how and why they should be used .. 50¢
- 12 FUND RAISER TELLS ... how he keeps a 100% corrected mailing list. System can apply to any business and will help you maintain contact with valued ex-customers 35¢

HENRY HOKE LIBRARY

Can be purchased separately or in a complete package enclosed in an attractive green Case Binder for your desk or library shelf.

- 13 DOGS THAT CLIMB TREES: A personal adventure story, telling how one man (Henry Hoke) undertook the job of learning through trial and error the fundamentals of direct mail advertising\$1.00
- 14 HOW TO GET THE RIGHT START IN DIRECT ADVERTISING BY HARRIE BELL: This is the best textbook or outline available for training beginners in direct mail ABC's\$1.50
- 15 HOW TO THINK ABOUT DIRECT MAIL: In five easy to read sections, it gives the basic essentials for the successful use of direct mail\$1.00
- 16 HOW TO THINK ABOUT LETTERS BY HOWARD DANA SHAW: A reprint of thirteen thought provoking articles by the Philadelphia letter writing expert\$1.00
- 17 HOW TO THINK ABOUT READERSHIP OF DIRECT MAIL: What is a normal result percentage from direct mail? Ranges from zero plus to 100% minus \$1.00
- 18 HOW DIRECT MAIL SOLVES MANAGEMENT PROBLEMS: Direct mail isn't worth considering unless it actually solves for you a specific management, promotion, publicity or sales problem \$1.00
- 19 HOW TO THINK ABOUT SHOWMANSHIP IN DIRECT MAIL: This study has helped many people to do a better job with their direct mail, whether it be simple or elaborate\$1.00
- 20 HOW TO THINK ABOUT MAIL ORDER: This important study explains exactly what "mail order" is. It gives the opinions of a score of competent experts in the field ... attempting to define "the real secret of success"\$1.00
- 21 HOW TO THINK ABOUT PRODUCTION AND MAILING: Contains an outline for training production and mailing supervisors. A 16-page supplement included free on list building, buying, renting and maintenance\$1.00
- 22 HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL: Months of surveying uncovered the theories, opinions and case histories of hundreds of practitioners in industrial advertising ...\$3.00
- 23 1 complete set of ten direct mail books packed in Library Case Binder at\$12.50

...1 ...2 ...3 ...4 ...5 ...6 ...7 ...8 ...9
...10 ...11 ...12 ...13 ...14 ...15 ...16 ...17
...18 ...19 ...20 ...21 ...22 ...23

- ☐ Send me your quantity price sheet.
☐ I've checked items wanted above and am enclosing check in payment.

The Reporter of Direct Mail Advertising
224 - 7th Street, Garden City, N. Y.

Company
Name
Street Address
CityZoneState



For eye-appealing mimeographed messages use brighter Hammermill Mimeo-Bond —now made with hardwood's finer fibers

Sales letters, news releases, whatever you mimeograph, will get better attention when they're bright, clean, easy to read.

You can make your mimeographed messages more inviting—clear, sharp, easy to read—by putting them on improved Hammermill Mimeo-Bond. Made especially for stencil duplicating work, it's bright, clean, opaque—to give your messages more contrast, more eye appeal. And Hammermill Mimeo-Bond's finer, firmer surface resists linting, even at high running speeds. You get up to 2000 readable copies from a single stencil.

The improved Hammermill Mimeo-Bond now contains Neutracer®—the exclusive Hammermill pulp that brings to fine papers the special qualities nature grows in northern hardwoods. You get better-looking copies because Neutracer

combines with other fine papermaking pulps to give Hammermill Mimeo-Bond a smoother, more uniform surface, a clearer, more attractive sheet formation.

Colorful printed headings add appeal to your messages. Here, too, Hammermill Mimeo-Bond is a star performer—takes beautiful printing, letterpress or offset.

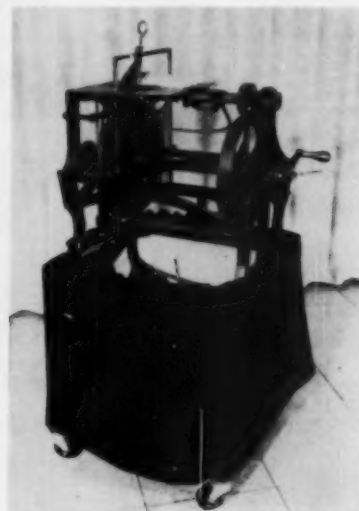
And the improved Hammermill Mimeo-Bond still has its unique "air-cushion" surface to minimize set-off, that messy, distracting transfer of ink from one sheet to the back of the next. **FOR SHORTER RUNS**, use improved, Neutracer-content Hammermill Duplicator. Provides outstandingly brilliant short run copies—gives up to 200 readable copies from a single master. Made especially for spirit or Azograph equipment. Hammermill Paper Company, Erie, Pennsylvania.

HAMMERMILL
DUPLICATING PAPERS

FOR BETTER COPIES FROM
OFFICE DUPLICATORS

THE ORIGINAL BUNN . . . B. H.

Bunn Co., Chicago manufacturers of the Bunn Tying Machine, celebrated their Golden Anniversary in July with an open house at Bunn's Vincennes Avenue plant.



The first hand-made Bunn tying machine pictured here began with an idea Benjamin Bunn got while he was still in high school. Although today's models are modern specialized versions, basic design has remained unchanged for 50 years. Today, more than 10,000 companies and post offices all over the world use the Bunn automatic twine tyers. Golden result of a "big idea."



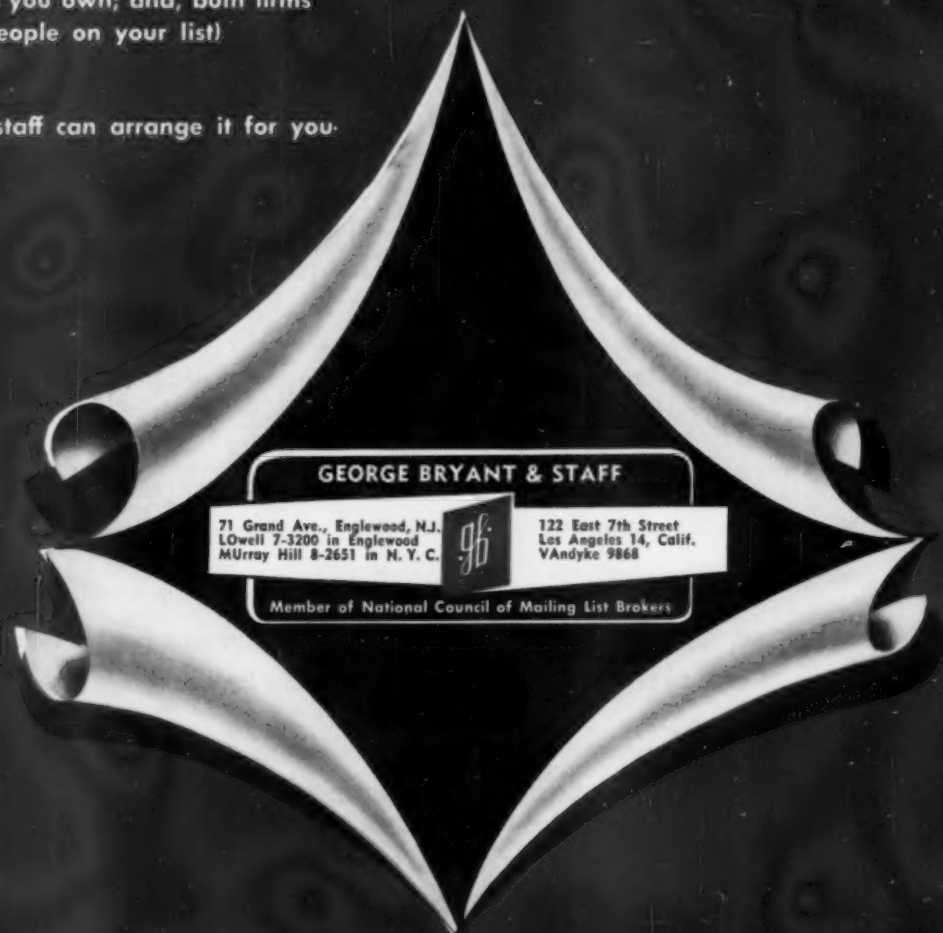
WE'RE SORRY TO REPORT that Frank Egner, Vice-President of McGraw Hill Book Company, New York, died August 10th at the age of 65. Frank was one of direct mail's leading explorers . . . well-known as a master of sales letters whose advice helped many beginners on the road to mail order success. He will always be remembered for his lone efforts to improve mail order copy standards . . . particularly through the sage advice he gave in his popular book, "How to Make Sales Letters Make Money" (Harper and Bros.) Frank was a firm believer that "the mail order story must be complete," and was a diligent practitioner of this completeness at McGraw Hill. As head of the firm's Blackiston Division, he developed substantial mail sales for M-H Medical, Industrial and Business books. Frank Egner's passing after a lengthy illness was truly a sad loss for mail order . . . and the entire direct mail industry.

Backed by Experience

If you have a mailing list, you owe it to yourself and your company to find out how much money you can make by permitting non-competitive reputable firms to use it.

They will pay you a royalty for permission to mail to the names you own; and, both firms (as well as the people on your list) will be better off.

Our experienced staff can arrange it for you.



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Member of National Council of Mailing List Brokers

BETTER QUALIFIED TO SERVE

What is a **Customers' List Broker?**

1. A *customers' list broker* is the broker who would rather lose the order than see a client make a wrong list selection.
2. It is the broker who continually combs the market for lists to *fit* the client's products and fields of interest.
3. The broker who has had experience on *both* sides of the desk — and *understands* the list problems and needs of the client.
4. The broker who *isn't finished* once the order is placed — but follows through until it is delivered.
5. The broker who *knows-by-doing* testing, production and mailing operations — and freely passes on this knowledge when requested.
6. The broker whose client is King — and who runs the business to fit the *client's* schedule, not the broker's.
7. The broker who gives the buyer of small quantities *the same service* he does the buyer of millions.

If you are looking for a broker who will treat your list requirements with competence and professional understanding, call the CUSTOMERS' list broker — MU 7-4158.

PLANNED CIRCULATION • 19 WEST 44 • N.Y. 36, N.Y.

READING YOUR MAIL



by J. S. Roberts

Your personal and business mail nowadays contains many messages about things and services which you may buy.

For example, your mail today may contain a message from a magazine outlining the pleasures and benefits of a subscription to their publication; or a local department store may be writing you about a special sale or some desirable products they have available on mail order; possibly a local finance company offers their services in lending money; then there may be a catalog offering an assortment of gift boxes of cheese that you can use at various seasons of the year. Perhaps a national hunting and fishing goods distributor has outlined for you in an interesting catalog the goods he has for sale.

At the office you may get valuable information by mail on the availability of office supplies, office appliances, printing services, advertising counsel.

These are purely illustrations—to make the list complete would cover almost every product or service that is sold today. A large number of business concerns use the mail to

keep you informed about their products and to help you buy to good advantage.

There are several reasons that they do this. Knowing these reasons may help you in your consideration of their messages.

First, you can almost always know that you have been *selected* to receive their message. Selling by mail is usually more costly per person reached than selling through advertising space in newspapers and magazines, or by taking time on radio and television. It can be made economical, however, if persons to whom mail messages are sent are carefully selected as being logical prospects for the goods or services offered.

This story was written for a very serious purpose.

It is not directed to readers of The Reporter. Rather it is slanted toward the recipients of direct mail . . . the people who have been bewildered, confused and embittered as a result of the "junk mail" propaganda campaign. The author is J. S. (Jess) Roberts, advertising director of Retail Credit Co., Atlanta, Ga., a past president of DMAA and currently chairman of the DMAA Ethics Committee. Jess was responsible for planning, creating and getting approval for the DMAA Code of Ethics (which accompanies the article). This manuscript, prepared for the DMAA, has been released for publication in The Reporter . . . with the hope that some method will be found to have reprints made available to local members, who can arrange for distribution to mail recipients in their area. For more details on the project, write to Arthur Burdge, president, DMAA headquarters, 3 E. 57th St., New York 22, N. Y.

These selections are made according to various qualifications. You may be known to be a home owner; or an automobile owner, possibly even the owner of a certain make of car; you may live in an area of a certain economical status; and then you may be a member of a certain organization. Such qualifications and others are all used in the making up of lists for selling messages by mail. Similar and different qualifications are followed in selecting business concerns for this type of selling. There are many hundreds of directories listing business organizations in various lines of business from which the names of concerns can be selected.

So, it is no accident that you re-

ceive these messages. Usually you have been *selected*.

Second, you can recognize that it is convenient to buy by mail. Many merchants recognize this and provide the opportunity for you to make purchases right from your home. You avoid all of the trouble, and sometimes confusion, of getting out of the house, parking your car in crowded areas, and other shopping handicaps.

As a matter of fact, you can go shopping today without going any farther than your mail box—and your store is the world. Through mail-order purchases you can buy anywhere you wish.

Third, you can usually calculate that you will make some savings through purchases by mail. The businesses which sell by mail are not called upon to maintain stores at many locations; they do not have the expense of sales personnel to wait on you. Of course, you don't have as wide a choice in any one mail-order purchase as you might in a department store, but, by giving up the choice, you make savings and get good products.

Fourth, you can recognize that, although these mail messages come addressed personally to you, and though they have, in many instances, quite a personal appeal, there is no compulsion to buy—no more compulsion than you would have to buy in any store that you entered. The message is purely an offer made to you because the seller thinks you're quite likely to be interested in his product and the benefits it would bring to you. You do not buy everything which you see advertised in magazines and newspapers. It is not expected that everyone to whom a selling message is mailed will buy.

Now, just a little bit on the dark side of the picture.

As is the case in practically every line of business, there are some companies which sell by mail and which do not come up to par with their products or their methods. You'll find the same kind of concerns operating stores and offices in your city. Usually, their business dies rather quickly because of the unattractiveness and dishonesty of their merchandise or methods.

You who receive selling messages by mail can be most effective in closing out nefarious and undesirable merchants who try to sell by mail—and you have some valuable help along these lines:

First, if you make a purchase by mail and feel that you have been definitely defrauded, the United States Government will protect you. It is

illegal to use the mails to defraud. Take the message you first received, and as a result of which you made your purchase, *the envelope in which it came*, and the goods you received, or failed to receive, and other evidence of taking your money illegally to your local Postmaster. He will be glad to direct you further.

Mail has no censorship whatever at the time of mailing but it has very effective protection once a definite fraud can be proven.

Second, if you receive through the mail, sales messages which are offensive from a moral or sex standpoint, if they deal with matters that you just don't want around your home or office, especially that you don't want to fall into the hands of your children, you have three agencies that will help you discourage this. You can take these to your Postmaster, *along with the envelope in which they were received*, and the Post Office Department of the United States Government may withdraw mailing privileges from the mailer. Or you can send such offensive mailing to the Direct Mail Advertising Association, 3 E. 57th St., New York 22, N. Y., or your local Better Business Bureau.

The Direct Mail Advertising Association is made up of some 2,500 high-grade business institutions which sell by mail. They are just as interested as are you in keeping your mail free of any misleading, fraudulent, immoral or pornographic material. They can cooperate with the Post Office Department and Better Business Bureaus in bringing pressure to bear on concerns which engage in offensive practices. You'll find the Standards of Practice of the Direct Mail Advertising Association printed at the end of this article.

Third, be careful in responding to mail selling efforts which offer you coupons or stamps which can be used as discounts on purchases you will make, either at their place of business or by mail. Some high-grade, well-known companies use this method to get you to try their product. This is O.K. But some businesses use a "baiting" practice to get you into their store where high-pressure sales methods will be applied to get you to purchase more perhaps than you need or want. You wouldn't go into the store of a merchant who stood on the sidewalk offering you a card worth 50c or \$1.00 if you'd go into the store and make a purchase, would you? You'd know this practice couldn't be profitable if the merchandise were worth the price at which it was offered. There's no rea-

son why it's any different when the "bait" is offered in mailed messages.

Fourth, you may sometimes receive, through the mail, merchandise which you have not ordered, with the indication that you can keep it by sending the mailer a certain sum of money. You are not compelled in any way whatsoever to either return the merchandise or forward the price. If the mailer provides an easy means and the postage for returning the merchandise in case you do not want it, it is a courtesy to him to return it. He may be following an entirely legitimate sampling practice. If the mailer, however, asks you only to pay for the unordered merchandise and makes no offer to pay the return postage and to provide an easy means for packaging for return, he's following a highly undesirable practice and you are not required to take any action whatsoever.

Of course, there are some highly legitimate welfare organizations that may send you seals or stamps, which they ask you to use in various ways and return to them a contribution. Tuberculosis societies in many cities follow this practice and many highly legitimate charitable and welfare churches—also follow this practice. In these cases, you can follow your conscience and make a contribution or not, as you see fit. You are not required to return what they send you at your own expense.

Your cooperation will help the Direct Mail Advertising Association make these Standards of Practice effective, even among businesses which are not members of the Association. The best way to discourage undesirable mail selling messages is to make them unprofitable.

Just one caution—instances of fraudulent, or illegitimate, or offensive selling by mail may emphasize themselves in your mind. In some cases, they get wide publicity in the newspapers, usually as a result of a conviction for "using the mails to defraud." Don't let these relatively few and infrequent instances cause you to lose sight of the fact that you can do some very beneficial and advantageous buying by mail in response to mailed messages. Some of the very large merchants in our country have developed as a result of selling by mail. For the most part, merchants and manufacturers who offer their products through your personal and business mail are legitimate and high-grade. They are interested in making it easy and convenient and economical for you to buy, and you can buy with faith that you'll get your money's worth.

Standards of Practice

of the

Direct Mail Advertising Association

Acceptance of these Standards of Practice is required of all individuals or firms who wish to obtain or continue membership in the Direct Mail Advertising Association, Inc.

*I*n the firm conviction that truthfulness, honesty, decency, integrity and good taste are essential to all advertising and to the principles of good business — we, the members of the Direct Mail Advertising Association, subscribe to the following ethics in the preparation, use, production and promotion of *the medium of Direct Mail Advertising . . .*

General Standards of Practice:

1. *We'll be service-minded.* We'll attempt, always, to prepare and use Direct Mail that serves the best interests of the public . . . for true service is the surest road to profit and satisfaction.
2. *Our statements and promises will be clear and understandable.* We'll avoid half-truths and misleading statements . . . for vagueness breeds controversy.
3. *We'll be honest.* Our performance will match our promises; our products will match our claims . . . for faith grows on good experience
4. *We'll be decent.* We'll keep our mail equal to, or above our personal standards of decency . . . for immoral, irritating and offensive mailings make enemies, not friends, for our medium.
5. *We'll be businesslike.* We'll hold to high principles of business. We won't take unfair advantage of the innocence, sympathy or conscience of others.
6. *We'll reach, or exceed, specific Standards of Practice established by DMAA membership.*

Specific Standards of Practice:

1. Members will make their offer clear; avoid misrepresentation of an offer, product or service; will not use ambiguous statements.
2. They will return money promptly upon receipt of merchandise returned because of misrepresentation.
3. They will not make vulgar, immoral or offensive mailings.
4. They will not use the mails to promote the sale of gambling devices, pornographic material or other matter not acceptable for mailing on moral grounds.
5. They will not mail unordered merchandise, for which payment is requested.

UPGRADE

LET'S THE DIRECT MAIL MAN

By J. A. Travis

General Sales Manager
Oxalid Division
General Aniline & Film Corp.

A lot has been written in the *Reporter* lately about "upgrading direct mail." I've been following the comments with a good deal of interest. Yet, while most of the remarks have been quite stimulating, I don't think we're saying what we mean!

When we say, "Let's upgrade direct mail," don't we really mean, "Let's upgrade the direct mail man?" Certainly the direct mail practitioner wants to upgrade his budget, upgrade his job, and upgrade his salary. And the direct mail supplier wants to increase his billings and his profits. It's simply a matter of economics—and there's nothing wrong with wanting to make more money. The profit motive is one of the chief differences between Russia's economy and ours.

So let's start off by saying what we mean. If we see our goals clearly, we'll be able to reach them faster and easier. Let's upgrade the direct mail man!

All too often, the direct mail man doesn't move ahead as fast as he'd like—or as fast as he deserves—because his management can't measure, in terms of sales, how effectively he's doing his job. This isn't true of the mail order man, but it certainly applies to the direct mail man who is the advertising manager or an assistant to the ad manager.

For instance, look at the general pattern in industrial advertising. Often, the industrial advertising manager has reached a dead end. He's gone as far as he can in his firm. The only way for him to get a bigger job

is to move to a company with a bigger ad department and a bigger ad budget; and sometimes he has too much at stake to leave the company he's with. This man can't move further, because his management thinks of him as an advertising man only—and he already has the best job his company can offer an advertising man.

So more and more we're beginning to hear from industrial advertising men about the "marketing concept." In a few companies, the advertising manager has been promoted to director of marketing. And a lot of industrial ad managers are dreaming about the time they'll be able to jump over the heads of their sales managers to become directors of marketing.

The marketing concept itself is a good one. The fact is, however, that the sales manager is often already doing the job of a director of marketing. The danger to the industrial ad manager is that he sometimes thinks he can get to be a director of marketing without getting into sales man-

agement first. And that's not often likely to happen.

The surest way for an advertising manager to move ahead in his firm is not by detouring around sales management. It's by getting *into* sales management. Unless he's with a strictly mail-order business, the advertising manager who gets himself thought of as assistant sales manager (in charge of advertising) will move ahead a lot faster than the ad manager thought of as an ad manager (assisting the sales manager).

Direct mail, I believe, offers the advertising man one of his best opportunities to move into sales management. It is one of the best tools available to sales management: Direct mail can direct salesmen's efforts to a particular area or at a particular market. It can help to concentrate sales efforts on a specific product or product group. It can play a big part in winning a greater share of dealer or distributor selling time. And direct mail can do a hundred other jobs that face sales management daily.

Here's an example from my own experience with Oxalid. We've been faced with a problem shared by many other firms who sell to business: Our salesmen are so busy developing new accounts and servicing their present ones that they often fail to sell an account every one of our products it can use.



Reporter's Note: During the past year, we've had many conversations about the plight of the advertising manager who is by necessity specialized with direct mail work, particularly in the industrial field. What does the future hold for him? Can he improve his position? Some of his friends believe that in order to upgrade direct mail we must try to upgrade the direct mail practitioner. He must be pushed or advanced into the sales management team. After considerable discussion along these lines . . . we asked a sales manager to give us his ideas, and here they are. "Jim" Travis is general sales manager of Oxalid, a Division of General Aniline & Film Corp., Johnson City, New York. Educated at Hobart College (Phi Beta Kappa), Columbia and Pennsylvania University, he was Oxalid's first advertising manager . . . from 1939 to 1942. As manager of branch operations later, he helped boost branch sales 20%. Big "Jim" is one of the big reasons for Oxalid's successful sales strategy.

A salesman may sell a company an Oxalid copying machine for use in the engineering department, and keep selling the sensitized paper the machine uses. But he may not ask the customer if the engineering department can use a portable tracing unit. Or the salesman may not visit the copying machine or microfilming equipment—or try to sell our offset duplicator plates to the office manager.

Our salesmen aren't lazy; the better they are, the more accounts they must service and the less creative selling time they have. They just don't have time to talk to every customer about every Oxalid product. But our direct mail can.

And it does: every other month, each Oxalid customer gets a letter about a special-purpose or accessory product that our salesman might not have tried to sell him. And a lot of customers mail back the reply card right away, asking the salesman to talk to them about the product featured—or about one of our other products, because our reply cards allow them to ask about *any* Oxalid product.

When customers indicate this kind of interest, you can be sure our salesmen make a pitch—and very often make good sales. They'll take the time to talk to customers about products the customers have an application for, if they know the customers do have an application and

OZALID®
 DIRECT COPY SYSTEMS

A DIVISION OF GENERAL ANILINE & FILM CORP. • JOHNSON CITY, N. Y.

John J. Customer
 ABC Company
 1234 Main Street
 Anytown, U. S. A.

Just mail card.
No postage required.

Do you get cold sweats whenever you have to run a lot of copies from valuable originals? Even if you don't, "522 IT" can be a BIG, BIG help.

"522 IT" is a new paper the boys in our research labs have come up with. They call it an "intermediate". In plain talk, "intermediate" means you can use it as an original when you don't want to run copies from your own originals.

Here's how it works: Once . . . just once . . . you run your own original through your Oxalid machine with a piece of "522 IT". After that, you can file away your own original. From then on, your "522 IT" is your original . . . whether you want 10 copies, 100 copies, 500 copies, etc.

And what copies you get - really clear - really sharp. The fact is . . . you couldn't get better copies from the original you file away.

What's the secret of "522 IT"? It all has to do with a special coating we put on the reverse side.

Send for a sample and see what we mean.

Just mail the reply card in this letter. We'll see that you receive a sample promptly. No obligation, of course.

Sincerely,

 James A. Travis
 General Sales Manager

P. S. If you need opaque carbon paper for making better masters or translucent mending tape or have any other copying problems, just let us know on the reply card. There's a good chance we can help. Oxalid makes 170 different machines, accessories, and papers. If we haven't got what you need, there's always a chance our research department can develop it.



Kit for each salesman included trade paper ads and direct mail that would be used.

want to talk about them.

It all adds up to Ozalid salesmen getting more sales from the same number of accounts. This is good utilization of selling time—something every company would like to have. We think it's good direct mail because it answers a sales management need. We know it's good sales management because it helps us concentrate selling efforts on products that might otherwise be neglected, and it helps us to concentrate sales efforts on our most profitable market—our customers.

Our advertising manager, Tom Grant, didn't try to develop a direct mail program that would bring in an impressive number of inquiries by getting such mild expressions of interest that the salesmen would ignore them. He checked first with the salesmen and branch managers and with me to determine what kind of lead the salesman considers worth following up, then made sure our letters would bring in that kind of lead.

He made sure that both sales man-

agement and salesmen understood the aims of the program and were prepared to make the most of the leads it produced. At our annual sales meeting, he showed them how our direct mail and advertising will help them accomplish the things they wanted. The whole program was wrapped up in a kit for each manager and salesman.

As each letter goes out, he sends each salesman a copy with a note on what kind of information to give if customers ask about the letter. (Some customers don't answer the letters, but ask the salesman when he calls.) And as each lead comes in, he sends it out to the salesman on the account with a note on what to say when the lead is followed up.

This means that our advertising manager must spend a lot of time with me, with our branch managers, with our salesmen. But we think this use of his time is much more valuable than if he chained himself continuously to a typewriter. (Even though he's one of the best creative

men in the business, he's a good enough manager to get a lot of the creative work he needs from his own assistants; our direct mail agency, Reply - O - Letter; our advertising agency, Benton and Bowles; and our public relations agency, L. M. Harvey.)

Every advertising manager who wants to be free to do the best job he's capable of must make sure his management understands the kinds of sales management help he can give. And not only must he educate top brass, he must educate branch sales management and salesmen, too.

He must find out from the salesmen what kind of selling situation they can handle best. And then he must aim his direct mail at creating those situations.

Pulling the inquiry or sales lead is often the easiest link in the direct mail chain. A big part of the job involves making sure the leads are handled intelligently. The direct mail man must do more than just set up an inquiry handling system that produces good statistics. He's got to get out in the field with the men who follow up the leads and learn the right way and the wrong way. When he determines the best techniques for handling direct mail leads, he must make sure they're practiced by all salesmen. And when he learns of the obstacles his salesmen run into, he must plan more direct mail for them—to overcome these obstacles.

When it's suggested that the ad manager spend more time in educating his management and in working with the men in the field, he too often says he'd like to—but doesn't have the time. Too often he's too busy trying to write direct mail copy (or rewrite someone else's) or locate or develop lists or schedule mailings—jobs which can be adequately handled by his assistants or his direct mail agency.

Once he knows what he needs and wants, the ad manager can delegate the creative and production functions to others. But educating management to the job he's doing, and making sure that salesmen make the most of the opportunities he creates for them, are jobs he must do himself.

When the direct mail man does this, he'll find that he's begun to be thought of as part of sales management. And as part of sales management, there's a better chance his effectiveness will be measured in terms of sales. And there's a much better chance that his top management will say, "Let's upgrade the direct mail man." ●

CARPORTS BY MAIL

Case History at a \$750 mailing which
sold \$22,085.10 worth of carports.

Bob Childers, former DMAA board member and president of Childers Mfg. Co., 3620 W. 11th St., Houston 8, Texas, sent us a case history which demonstrates the power of direct mail in promoting a new product. In this instance . . . percentage of return wasn't the important consideration. Final sales determined success of mailing . . . even though only one-third of one percent of the total list became buyers (at time of this report).

We are reproducing one of the two test letters (referred to as "sh"). The "si" letter differed only in the heading. It read: "Where can your salesman make the most trades . . . in the shade or broilin' hot sun?" Here is Bob Childers' statistical record:

CAR DEALER MAILING

Mailing made on May 6, 1957 to following car dealers:

Texas	2,533
Louisiana	500
Arkansas	334
Mississippi	592
TOTAL	4,990

Carrying envelope: #10 penny saver

Mailing consisted of letter, reply envelope and 2 postcards:

- "sh" letter with "si" reply card mailed to alternate names on list;
- "si" letter with "sk" reply card mailed to alternate names on list.

Inquiries received:

From "sh" letter —	123
From "si" letter —	114
TOTAL	237

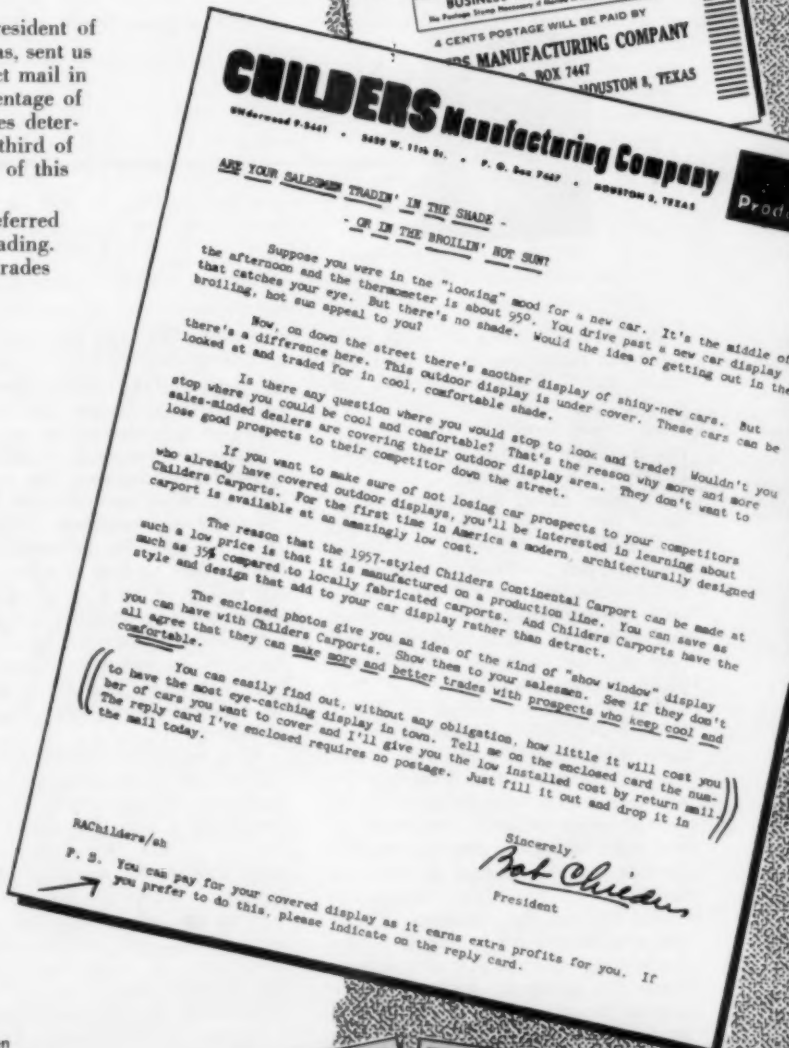
Inquiries handled with:

2-page Robo typed letter, key "sr". The enclosures with this letter consisted of two 8x10 pictures, a 4-page folder and business reply envelope.

Sales to date:

Sixteen installations involving 145 units, selling for a total of \$22,085.10. (Bob supplied a list of the sixteen firms with their addresses — 10 in Texas, 2 in Louisiana, 3 in Mississippi and 1 in Alabama.) Approximate mailing — \$750.

Twelve of these sales came in by phone or letter without any effort beyond the 2-page Robo letter which answered inquiry. Four sales involved some personal contact after inquiry was answered.





WHAT'S WRONG with LIST TESTING?

Do you use rented mailing lists? Then this article is for you. And especially is it for you if you are a confirmed list-tester, as I have been for the past 14 years.



by Boyce Morgan

In recent months a series of incidents has forced me to the reluctant conclusion that my reliance on list testing has become a very costly form of self-deception. I believe the responsibility for this situation rests largely on list owners.

In some cases, the mistakes they make in handling tests are made innocently . . . in others, not so innocently. But in either case the result is the same: We mailers are wasting an appalling amount of time, effort and money on list tests that are not only useless but—far worse—completely misleading.

That's a strong statement, but I think I have the facts and figures to back it up. And if I do, what then? There's not much that I, as one individual mailer, can do about it. If the situation is to be corrected, it will take far more pressure on list owners than any one mailer can exert.

But I think the situation is serious enough to fully justify action by mailers *as a group*. If the experiences I'm going to report are happening on our mailings, they are probably happening on yours, too—even if you have not yet realized it. It just happens that in our particular operation, we can spot these things faster than can most mailers.

For one thing, we're in the mail

constantly. We mail every two weeks on one service, and during much of the period I'm talking about, we were mailing during the alternate weeks on another service.

Moreover, we mail in fairly even quantities throughout the year. So we are testing one or more lists in almost every mailing. Practically every mailing also includes continuation orders on lists that have tested out well. And, as a standard against which we can measure the pull on both our tests and our continuation mailings, we are always mailing to lists that we've used for years, and on which we know pretty much what to expect.

Also, because of our regular schedule, we can make continuation mailings very quickly after we see the results of a test. We aren't handicapped as are some mailers, who must test in the summer and then "shoot the works" on a few big mailings in the fall and winter. So the effects of ups and downs in business conditions, or other factors involving the time element, are reduced to a minimum on our mailings.

Again, we order every list for a definite mailing date . . . and scrupulously mail it on the date specified. So we should be getting the maximum possible amount of "protection" against conflicting or competi-

tive offers.

All this means that when a list flops for us, in comparison with other lists, the cause of that flop almost has to be found *in the list itself*.

That's why I say again that if list tests are unreliable for us, they may well be equally unreliable for you. If you sell by mail, I don't have to tell you that this is serious business. And even for you mailers who don't try to get back an actual order, I think it is almost equally serious. The hoped-for results on your mailings—whatever they are—are almost certainly being hurt. The only difference is that you can't pin the trouble down as accurately as we can.

So no matter how you operate, it's to your interest to help clean up the conditions that are now making list tests undependable. Later on I'll make some specific suggestions as to where and how and by whom that cleanup must be made. But first, let's find out if something really is wrong. Let's make sure I'm not just seeing things under the bed.

To do that, let's take a brief look at the theory of list testing, and then examine what's been happening to our tests in actual practice.

Leonard Raymond first initiated me into the mechanics and mathematics of list testing by giving me the report and tables worked out around

1937 by Dr. Theodore H. Brown of Harvard University. That was in 1943, when I first went with Kiplinger, but I have that report on my desk right now.

Since then, sound list testing has become—or should have become—familiar to everyone who uses rented mailing lists in any quantity. It has been made the subject of a DMAA Research Report, and has been discussed in the Reporter and elsewhere on many occasions. And in actual practice, I know of few volume mailers who do not follow some consistent and regular program of list testing, and who do not constantly rely on those tests to make decisions involving many, many thousands of dollars.

Some of these mailers stick close to the methods and test quantities outlined in Dr. William A. Doppler's Research Report for DMAA, which are very similar to those of Dr. Brown. Others either don't need the 95% "confidence level" on which the figures in the DMAA Report are based, or they operate on a percentage return that makes those test quantities impractical. For example, a mailer operating on a .5% return, as we do, would have to test something like 20,000 names to be 95% confident that his later mailings would pull between .4% and .6%. That is hardly feasible when many of the lists he uses total around 20,000 names.

But even these smaller lists can be tested—and even with an expected return well under 1%—if you are willing to accept a "confidence level" of 70 or 80%. (That simply means that 7 or 8 times out of 10, your continuation mailing will pull *about* as well as your test mailing, the variation up or down depending on the size of your test.)

HOWEVER—and this is the crux of the whole situation—no matter how you test, you can do it successfully *only* if you can have full confidence (1) in the list owner to give you a fair cross section of his list, and (2) in the list broker to get and relay to you complete, accurate, and current information on the nature and the content of that list.

And right there is where our whole testing system, as now practiced, frequently falls flat on its face.

Even though you don't follow the DMAA Report formula exactly, you know from experience what variation you can normally expect between the return on a properly conducted test and the return on later mailings. Moreover, you know that

IF the test is properly conducted, your continuation mailings are going to pull *better* than the test as often as they pull *worse*. The testing formulas tell you that. So do experience and common sense.

But for some time I had had the definite impression that our continuation mailings usually did *not* work out nearly as well as the tests on which they were based. I didn't want to guess on this, so I checked our records. After eliminating cases where a change of copy or some other factor might have affected comparative results, I came up with 59 lists on which tests had been successful, and on which we had promptly reordered.

Here's what happened in those 59 cases:

On only 15 lists, or 26%, did the continuation mailing pull as well as, or better than, the test.

On 41 lists, or 69%, the continuation mailing pulled substantially *lower* than the test.

On 3 other lists, or 5%, the first continuation mailing was satisfactory, but later mailings to the balance of the list flopped dismally.

Moreover, of the 44 lists that failed to live up to their tests, 28—or 44% of all the lists tested—fell off by *more than 50%*.

But in only *one* case did a continuation mailing pull as much as 50% *better* than its test.

Now, it's statistically *possible* to get such results by pure chance—just as it is statistically possible to toss a coin 59 times and get 15 heads and 44 tails. But they are so *improbable* by pure chance that they are almost beyond belief. If you don't agree, try tossing a coin 59 times. I just did it. I got 32 heads and 27 tails.

Moreover, any mailer who has developed an intimate knowledge of certain types of lists from years of working with them, simply cannot accept these results as mere chance. The only logical explanation seems to me to be that in a substantial number of these cases, the list owner intentionally or unintentionally "loaded" the test.

And in the case of one owner, I know that's what happened. Here are the facts:

This list owner has a large list of buyers broken down into various classifications. In October, 1956, we tested 3,000 names from one section of the list—call it Section A. Our

test was part of a total mailing of 30,000 which included several other lists.

The test of Section A pulled well above the average for the mailing.

So in February we went back with a 5,000 continuation mailing on Section A, and also made a 3,000 test on Section B of the same list. Our total mailing for that week was 40,000.

The continuation mailing on Section A failed, but the test on Section B was a howling success—almost 50% better than the average for the mailing.

So we abandoned Section A, and placed two 6,000 continuation orders on Section B. The first of these went out in April as part of a total mailing of 36,000—and the return dropped more than 70% below its test. It was by far the worst of all the lists used that week. On its test, it had been the *best* of all the lists used.

But there was still more to come.

The second 6,000 continuation mailing went out on May 13 as part of a 37,000 mailing. Also included in that mailing was a new 3,000 test on still another section of the list—Section C.

And this time, as usual, the *test* did extremely well—by far the best list in the mailing. And the second continuation mailing on Section B fell 87% below the pull of its test. Again it was the worst of all the lists used—in fact, the mailing as a whole pulled *four times* as well as this particular list.

Now, here was a series of tests and continuation mailings on which the tests *always* worked and the continuations always flopped, as compared with other lists mailed at the same time. Why? Every other factor in the mailings was the same—contents, timing, lettershop processing. The trouble *had* to be in the list itself.

So we took the matter up with the list owner. And here's what we found:

This list of buyers is divided into categories according to the nature of the purchase—information which is given to the prospective mailer. But within these categories it is also divided into sections by *age*—which the prospective mailer does *not* know.

And here's the joker: *Tests are always taken from the newest names.* Continuation mailings dip down into the older names—and the more names you use, the older they get.

Now, every experienced mailer

(Continued on Page 60)

Reporter's Note: Is testing "for the birds" as some people say? In a special issue like this (trying to explain the ramifications of direct mail) . . . it's appropriate to have an article on testing. Most of you have heard of William A. Doppler, Ph.D. He wrote the famous testing report for DMAA. Bill, after 40 years in business and in the Tuberculosis Association field, is now a management consultant at 51 East Madison Ave., Madison 1, N. J. We heard about the unusual test made at Book-of-the-Month Club . . . and asked both Edith Walker and Bill Doppler for the inside story. This is it. Should stir up quite a controversy among the Hundred Million Club-ers. Boyce Morgan, George Dugdale, Andy Gould and their testing compatriots can while away many hours at the Washington convention arguing with Bill Doppler over his conclusions. If some of you neophytes in direct mail are confused by all this reasoning, don't be alarmed. This reporter candidly admits he doesn't understand some of the figures and the theories. But as long as testing is part of the direct mail picture, it's wise to get all the facts about it. We like the light and humorous way Bill Doppler has analyzed the Book-of-the-Month Club test. We doubt if any other trade magazine would have the nerve to print it.

A MAIL ORDER TEST TO END ALL TESTS by Dr. William A. Doppler



Dr. W. A. Doppler

He analyzed . . .



Edith Walker

Her test . . .

"Let's make a test to end all tests," said Edith Walker of the "BOOK-OF-THE-MONTH CLUB." We will use 25 lists, 2,819,970 names, make split mailings, key alternate names, mail identical pieces, and see what will happen. Here is what did happen:

KEY	NO. OF MAILINGS	NO. OF SALES	SALES IN PER CENT
"A"	1,408,379	17,752	1.261
"E"	1,411,591	18,161	1.287
A + E	2,819,970	35,913	1.273

Considering the many variables over which the mailer has no control; such as, handling of third-class mail by the post office, timing of delivery, reception of the mail in the homes, etc., the close fit of results is a miracle

So far, so good—but—the split of the 25 individual pairs of lists looked very different, as the table on opposite page will show.

This table is grist for the mill of every unsophisticated, old-time mail practitioner. "Just look," he will say. "Look at the differences. 10 times Key "A" pulled more than "B." 15 times "B" outpulled "A." Look at the individual splits—differences in returns of 11, 16, 18, and 23 per cent. This makes no sense. Testing is for the birds."

Let's show the man from Missouri a thing or two. We start with the 10 to 15 division. It would take a lot of time to expound the subtleties of probability mathematics; therefore, we shall do something very simple. We roll dice. Take two dice. Mark the faces of one with "A," the other with "E." Each of the dice now represents a split list. Roll them 25 times. (We mailed 25 pairs of lists.) Do not count matching pairs (2-2, 5-5). Count only when different faces show up (2-4, 1-5, etc.). If you can get in 25 rolls a 10-15 division of high and low,

The 10-15 division is what probability predicts. And that is how the split mailings split. Q. E. D.

Next, let us have a close look at individual lists. Start with the worst—No. 5. If we can show that the most horrible offender of common sense, List No. 5, behaves as probability predicts, we can dispense with the lesser culprits. List No. 5 is the one which shows a difference of 23.1 per cent in returns. List No. 5 was also one of the largest lists. It produced the lowest yield. Here is how it split:

LIST NO. 5

KEY	NO. MAILED	NO. OF SALES	PER CENT
"A"	97,496	682	.700
"E"	97,496	554	.568
A + E	194,992	1,276	.653

Analyzing the situation is simple. Fortunately, we are in an unusual position. We can use *hindsight*. We do not have to estimate or guess at expectations. We know what happened. This we know:

EXPECTATION: .653%—This is what we actually got from the total list.

SIZE OF SAMPLE: 97,496—This is what we mailed in each split.

GAMBLING ODDS: 999 to 1 is as close as we can get with arithmetic. We could bet a million to nothing because we know the end result. But suppose we were not in possession of the actual facts? How would we phrase the problem? Here it is:

"How much difference—plus or minus—must we expect when we mail 97,496 names from a list containing .653% sales and we want to bet 999 to 1 that we can repeat the mailing to the same number of different names taken from the same list and produce again .653% sales plus or minus the difference probability tells us we must expect?"

This is a mouthful. What it means is simple. Our list is supposed to contain .653% of sales. We pull a sample of 97,496 names. We don't expect to get precisely .653%. We know we will get either more or less. The question is just *how* much more or less. We cannot answer that without probability mathematics. The following formula gives the answer:

D equals square root of (PxQXF) divided by S

$$D = \sqrt{\frac{P \cdot Q \cdot F}{S}}$$

In this formula—

D stands for the DIFFERENCE we must expect.

P stands for the EXPECTED RETURN IN PER CENT from the mailing.

Q stands for 100 minus P.

F stands for A FACTOR (expressing the gambling odds 999 to 1), in this case 10.8.

S stands for SIZE OF SAMPLE.

Now we can do the arithmetic:

D equals square root of
(.653 x 99,347 x 10.8) divided by 97,496

$$D = \sqrt{\frac{.653 \times 99,347 \times 10.8}{97,496}}$$

$$D = \pm .082$$

D equals plus or minus .082.

Probability says: When you mail 97 thousand names of a list with an expectation of .65 per cent, you must expect a difference of plus or minus .08. Returns may fall between the limits of .57 to .73 per cent. But, .73 is over 25 per cent more than .57. Our actual mailing gave us a difference of only 23 per cent, well within the limit of the theory. List No. 5 is vindicated. We won't bother with the others. They all conform. You can bet 999 dollars of your good money against one that they will conform, because they did.

Hindsight is wonderful, especially when we can use it to settle arguments. Edith Walker's test of 2,819,970 names furnishes a most convincing argument for the validity of probability as applied to lists. There is only one hitch. There always will be folks who cannot distinguish a difference of 25 per cent from a deviation of .08 percentage points. Differences may be meaningful or meaningless. It all depends on their statistical significance. Drawing conclusions from statistical significant data pays off. Making a big noise about meaningless data is . . . well, I shall skip it, let it go at that.

LIST NO.	A-KEY NO. OF SALES	E-KEY NO. OF SALES	DIFFERENCE IN RETURNS IN PER CENT
1	684	648	5.5
2	349	414	18.7
3	323	281	14.8
4	828	850	2.8
5	682	554	23.1
6	1,204	1,224	1.8
7	639	616	3.8
8	532	491	8.5
9	650	651	0.2
10	661	548	12.1
11	720	743	3.3
12	201	214	6.5
13	644	610	5.6
14	314	310	1.5
15	150	152	1.3
16	275	246	11.7
17	1,231	1,237	0.2
18	558	621	11.1
19	397	388	2.3
20	1,289	1,472	14.2
21	2,000	2,031	1.5
22	1,444	1,539	6.6
23	918	953	3.8
24	774	918	18.6
25	385	450	16.8

WHY IS DIRECT ADVERTISING SUCH A GOOD ANSWER TO SO MANY OF TODAY'S SELLING PROBLEMS?



by Leonard J. Raymond & Staff

You have to go back a long way to find a time when direct advertising and sales promotion were so important in the sales picture as they are today. This is because business once again has a *selling* job to do. And no medium on earth can do a better job of advertising and selling, in certain markets, than direct mail advertising.

Strong talk? Boastful? Not at all. The important thing is to understand fully what direct advertising can do for your business. Too often, the popular conception of direct mail is that it is a means of selling ties, or shirts, or magazine subscriptions by mail. It does all these things, of course—most effectively. This function of direct mail is properly classified as mail order or mail selling.

But direct advertising does a great deal more. The important added functions of this medium are of first interest to the company that recognizes the practical and competitive necessity of doing a *complete* advertising job on all its major marketing fronts. They can also be a welcome revelation to the sales executive faced with the problem of getting highest return from man-hours, and inflated dollars, spent in selling.

What are these functions, why are they particularly pertinent today? See how these facts on the application

of direct advertising fit into your business:

Direct advertising can supplement the work of salesmen by securing leads for follow-up, or by softening up the resistance, or by supplying sales coverage where personal contact is economically unfeasible.

It can be used as a medium of pure advertising to key groups of prospects—and obtain an impressively high level of readership.

It can be the backbone of dealer and distributor programs.

It can induce people to patronize a retail store or other service that is conducted over-the-counter.

It can be tremendously effective in research and market surveys—the results of which are useful in product and service development, often basic in advertising and sales planning.

Direct Mail Advertising— Preferred Attention for Preferred Groups

The distinguishing feature of direct mail is that it is a medium of advertising and promotion to *selective* known markets.

This factor of selectivity is the key to direct advertising's power and

effectiveness. Direct mail, through *pre-selection of the audience*, concentrates advertising where the selling is best—among those who have higher-than-average interest in your goods or services, who have a need for it, who represent the best potential for sales.

These are people you should talk to differently than you do to mass consumers. And the best means of communication is direct advertising.

Air travel is a case in point. This mode of travel has developed to the stage where it is now for everyone. At the same time, business executives, buyers, Air Travel Plan card-holders, traffic managers and shippers, represent a potential for seat sales and cargo tonnage that is far above average. They therefore belong in a separate audience for special direct mail treatment. Similar examples are found in most other businesses.

Even in the case of a manufacturer of a purely consumer product (say soup, or cereal, or lamp bulbs, or gasoline) there's an important selective direct advertising job to be done. Maybe there's special sampling or premium promotion. Or maybe the problem concerns dealers, distributors or wholesalers . . . never before have these outlets needed sales help so badly.

Since many times the manufacturer

There are few companies that are not concerned to some degree with selective groups in their marketing pattern. Some industrial firms sell only to selective markets. Mass advertisers, selling primarily to broad consumer markets, can also have within those markets certain preferred prospect groups that can be isolated and given special treatment.

must lean upon the middleman to do all his selling for him, he can utilize direct advertising to inform and educate these outlets, to win preference and loyalty for his product. He must supply cooperative material to distributors and dealers that will better enable them to sell his goods, material that *they* can use in direct selling to selected local groups. In so doing, he sets the character of dealer-distributor promotional activity on his product, and he can set up means of assuring that material is used, and used properly. He can also keep his own salesmen on their toes and enthusiastic by using direct mail as an effective product.

What Can You Do About Rising Sales Costs?

Rising sales cost is probably the Number One subject of discussion among sales managers today. One

authority* estimates that costs per call in the industrial field have soared 80% in the past twelve years; another** figures that it costs an average of \$17.24 just to get a salesman to stick his foot in the door. Almost all companies agree that selling is much harder today, with expectation that the competitive going will get even more intense.

It's a situation that calls for the adoption of new or improved sales techniques and methods. And it is a situation that is in no way discouraging to the intelligent user of direct advertising. Instead it reveals more clearly than anything else the working effectiveness and possibilities of this medium in a most important area.

Direct Mail Leads Cost Less to Sell

Direct mail advertising, professionally planned, professionally executed, is the most effective means of making salesmen's footwork more productive and more profitable.

Only so many people in any group are in a position or mood to buy at any given time. Direct advertising guides the activity of the salesman along directed lines by sorting the warm prospect of today from those of tomorrow. It can bring people to ask for the story of your product or service. Thus they become *self-selected* prime prospects, ready to listen, ready to be sold.

This is a condition that any sales man welcomes. He can sell more because he is steered where the selling is currently best. It saves him from wasting costly time, allows him to make *more* calls that count. This application of direct advertising can reverse the rising trend by bringing companies better sales results at lower cost per call, lower cost per dollar of business sold.

*Sales Management Magazine

**Sales Executives Club of New York

Direct mail can be tied in with salesmen's work in other ways, too. Where sales coverage or representation is thin, direct advertising can fill in for the salesman, making frequent calls by mail at low cost, reaching outlying points or prospect levels that are uneconomic for frequent personal contact. Regular mailings, selling a product or service, can pre-condition prospects so that sales reception is measurably improved.

Proof that the use of direct mail for production of leads, and for pre-conditioning prospects, is sound practice from an economic standpoint is contained in these examples from Dickie-Raymond experience:

A firm with a national sales force of 300 men took their daily sales reports and analyzed several thousand cold calls right through to the final sale. It was found that the average value in dollars of merchandise sold through cold calls was \$24.50. An identical study of leads generated by direct mail showed a dollar sale value of \$51. And the cost of obtaining these direct mail leads was just a little over \$1.

Another national concern, using direct mail as a supplement to salesmen's calls, found that they could use the medium for this purpose at less than one-fourth the cost of personal calls. Many concerns have bolstered infrequent-call schedules of personal salesmen in this way.

Here's an example that proves the importance of technique in direct mail advertising: A prominent company in the office equipment field was securing sales from direct mail leads at a promotional cost of 71 cents per dollar of business sold. Through the application of *new* strategies of approach, this cost has been steadily reduced—to a current low of less than five cents.

From these typical cases it is easy to see why direct mail advertising
(Continued on Page 57)

Reporter's Note: In this pre-convention special issue of The Reporter . . . we have attempted to collect and present the best possible explanations of direct mail (from different angles and for various groups). In our opinion, the best explanation of the medium for top business executives was written by Leonard Raymond and his creative staff, and published several years ago as *The Dickie-Raymond Story*. We asked Leonard for permission to reprint the front portion of the brochure. The explanation part. (Balance of copy was devoted to details of D-R service to clients.) Leonard and Jack Bird gave us the necessary permission, but also sent advance manuscript for a new brochure now in the works. We like it too. Will make a hit when it appears. But we still like the original description of direct advertising and/or direct mail as a medium of selling and advertising. Even if you have read this before, you'll enjoy re-reading. You'll probably want to file for future reference if you are called upon to explain. Leonard himself scarcely needs an introduction. He's a past president of DMAA, a long-time crusader for better direct mail; president of Dickie-Raymond, 470 Atlantic Ave., Boston 10, Mass. Best known in recent years for his remarkable readership studies which were reported in detail in past issues of The Reporter.



"THE POSTMAN SELLS PAINT"



by Dee Belveal

*Executive Director
Retail Paint & Wallpaper Distributors
of America, Inc.*

DIRECT MAIL — WHAT IS IT?

The objective of all advertising is to obtain the undivided attention of an individual for a few seconds, a few minutes or a few hours, during which time a "customer impression" can be made. The hooker in this customer impression may be to simply make an indelible impression on a potential buyer of the brand name of a particular product. Eddie Fisher sings for half an hour, the only purpose of which is to make sure that

you remember the name "Coca Cola." The sponsors of his program spend \$100,000 for musicians, television facilities, writers, directors and cameramen to get your undivided attention for thirty minutes, 4½ minutes of which is devoted to making sure that you don't forget the name of their product.

This is mass advertising.

Direct mail advertising is almost exactly the opposite of this.

It has been said that "only a kiss is more personal than a letter." Any kind of direct mail promotion that is

worthy of the name must be pointed to an individual. It must be pointed toward a real or imagined need of the person to whom you send it. How well you "guess" what he needs will determine the results of your effort and the wisdom of your approach.

There are various means for attracting the attention of the person to whom you mail your "package." There are only a handful of things that will stimulate an individual to action or "to buy." To list a few of them: pride, curiosity, laziness, hunger, sex, competitiveness, comfort,

prestige, selfishness, hope for reward.

Insofar as paint and wallpaper products are concerned, undoubtedly prestige, comfort and pride are the principal ones—except with the property owner who is preparing to sell his house. His purchase of redecorating materials might be related to the final point cited above—hope for reward—or the thought that he will get a better price by presenting his property in a spic and span condition.

These motivating factors are not just speculation. They have been proven, and in thinking about the matter of direct mail, everything we do must be related to one or more of these points or we're wasting time and money.

Direct mail is the angletworm that a small boy dangles in front of the nose of a trout. It is the *bait* which will "lure" a customer into your store and give the skilled sales person a head start on making a sale, because the customer's interest has already been aroused.

Where mass advertising (newspaper, radio, television) will "attract," direct mail, if it is properly conceived and presented, will "pull." The results can be measured with amazing accuracy, as we will see.

HOW DOES DIRECT MAIL DIFFER FROM OTHER ADVERTISING

When you buy an advertisement in a daily newspaper you "buy," theoretically at least, the entire "readership" of that publication. A great many of the subscribers are not potential customers of yours. They do

not own their own property—they are in an economic bracket which removes them as a potential purchaser of your products—they are not householders—or for some other reason they are simply not interested in what you have to sell.

Theoretically at least, every person to whom you direct a mailing piece is, or should be, a potential customer of your store—or else his name should not have been included on your "list."

If this test has been satisfactorily passed everyone who receives your direct mail "piece" has some interest in the thing you are presenting. We must assume that your list has been well prepared and that the initial interest of each of these people can be taken for granted. If he is interested in what you are talking about he will read part or all of the material you put in his hands. (How much of it he reads will depend on the quality and the skill with which you "lead him" into the subject).

No one reads a newspaper "from cover to cover." The young lady who is thinking about a new fur coat may read all of the furrier ads, but she will demonstrate a high degree of selectivity as she "scans" or skips completely vast sections of the newspaper which she knows have no interest for her.

Most people feel flattered when they receive a letter directed to them from a business firm. We're talking, of course, about the average American who does not compute his mail by the pound but who would "probably rather get a bill in the mail than to get no letter at all."

This, then is the essential difference between direct mail and other types of advertising. It is a rifle approach—as compared with a "splatter gun." You have several points in your favor to begin with:

1. The individual feels somewhat compelled to read his letter.
2. He has been selected for a real or imagined interest in the product being presented.
3. You have his undivided attention.
4. His choice is to read your "piece" or throw it away.
5. Most people have too much curiosity to throw something away, unread.

HOW EXPENSIVE IS DIRECT MAIL?

This is a little like the old question of "how long is a string?" A simple "self mailer" mailed at third class rates may not exceed 2½ or 3 cents including postage, but by the same token the Cadillac Division of General Motors sent out a direct mail promotion a few years ago which cost in excess of \$2.00 for a single mailing piece. The sky is the limit! And the cost of the direct mail can only be computed realistically on the basis of the results which you obtain. The proof of the pudding is percentage of cost to returns!

A few years ago I put a direct mail campaign together for one of the popular public charities. The individual mailing piece—including postage—cost 18½¢. We mailed 250,000 names which were gleaned from the telephone book in a city of nearly one million population. Total costs for his project were \$45,000. Results, however, were excellent. We realized an 18% return from the list (18 out of each 100 responded) and each return averaged \$1.83, which showed a "net profit" on the operation of nearly 50%. I only cite this to point out the fact that direct mail costs can only be appraised realistically in the light of what they return.

Most advertising is "blind" inasmuch as it is difficult, if not impossible, to accurately gauge the results obtained. A newspaper advertisement which does not carry a "coupon good for 75¢" may or may not bring customers into your store. Usually window displays and "inside promotion" are geared to newspaper ads, and the dealer winds up trying to solve the puzzle of "what sold the paint?"—the newspaper ad, the streamers, signs and posters inside the store, the animated display in the window, or a

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Reporter's Note: In these days when small retailers are struggling to survive in competition with the big stores who can afford big spreads in mass circulation media . . . it's a relief to find an association secretary who knows how to help his small retailer members. With permission, we are giving you the excellent description of direct mail given to his members by Dee Belveal, executive director, Retail Paint & Wallpaper Distributors of America, Inc., 34 North Brentwood Blvd., St. Louis 5, Missouri. If other association officials were as "hot" on direct mail potentials as is Mr. Belveal . . . there would be less groaning about competition and more dollars in the cash register.

a There is no reason why an agency should not be paid for direct mail on the same basis it is paid for space . . . a commission based on circulation. . . . See underscore.

b For some reason, when a businessman is sitting behind his desk and reads our mail, we think he is a completely different animal than the same man sitting in his living room reading mail that arrived at his home that day. See underscore.

c Not a word of direct mail copy should be written, not a line of art work should be drawn, not a pencil put on paper until we know what list we are going to use. See page 72.

d The businessman who doesn't know who is buying his products and in what quantity is floating around on cloud nine. Page 74.

e I do not, under any circumstances, accept overruns or underruns. He prints exactly what I want or gets no further orders from us. I think the printing industry has enjoyed something of a subsidy for years in this overrun business. See page 75.

f Writing copy is a joint effort. I write a good deal of it, mostly letters, and the agency writes a good deal of it. We freely criticize and hack at each other's work. See page 76.

A Look at Industrial Direct Mail

by Paul J. Bringe

I HAVE BEEN asked to speak today about industrial direct mail. The very fact I am here indicates some people think industrial direct mail is different from other forms of mail. I don't think industrial direct mail is different at all. It should use the same approach to the prospect, the same kind of reason why copy, and the same formula structure that has proven so effective in consumer direct mail and mail order.

I will be the first to admit that much industrial mail is not very good. Because I am using it every day, I am more conscious of it than you are. We receive a good deal of it in our office including samples from all over the country.

Perhaps industrial mail does not measure up because industry thinks its selling problem is more difficult than the problem of a retailer like Neiman-Marcus, for example. Seems

there is an idea around in industry that if a product costs more than \$20.00 or \$30.00, it can't be sold by mail. Direct mail is looked upon as a weak form of selling, not to be used for the tough selling jobs. If industrial mail does a poor job, it is because many industrial ad men and sales managers do not give it the time or attention it deserves. Along with them I must include agencies handling industrial accounts. Agency handling of industrial mail is a special problem, of course, because no satisfactory or accepted method has been worked out to pay for this service. For some strange reason many industrial advertisers are quite willing to pay agencies a commission for normal activities such as preparing and running ads but they are not willing to pay fairly for the creative effort and detail work that goes into good direct mail. If an agency prepares a single

ad that runs twelve times, the advertiser thinks it is quite proper to pay the agency commission twelve times though the preparation was done only once. However, if an agency prepares direct mail and is paid a fee for doing it, the advertiser expects to go on repeating the mail as often as he can profitably do so without paying additional commission. To me this is the reason agencies don't do a good job on industrial direct mail—I do not blame them one bit. There is no valid reason why an agency should not be paid for direct mail on the same basis it is paid for space, a commission based on circulation.

The businessman selling to industry thinks he is selling to a corporation rather than to an individual. The material sent out with that thought in mind sounds exactly as though it

g

Our average return on cold prospect mailing is 1/5 of one percent. A new customer here costs us approximately \$28.00 out of pocket. We can only afford a certain number of new customers a year. See page 78.

h

We do not have the names of individuals on our customer stencils. They are all company names and our mail is not sent to any particular department. We let this entirely up to the humble mail clerk. When we attempt to address our mail to a specific individual, we lose out because the function of brush buying changes very rapidly. Page 80.

i

The important point in our dealings with jobbers is that we would not have a single one of them interested in our products if we did not send mail to the consumer. If we stop sending mail tomorrow, it would not be long before jobbers lost all interest in our products. Page 84.

j

I think 90% of all direct mail that fails, fails because of copy. Somehow, when it comes to direct mail, every businessman considers himself an expert. Page 84.

k

We all know our market changes every day. Part of it is dying and part of it is being born. And the part that's being born knows absolutely nothing about our product or service. The mail sent out last month never existed for the individual who just began working last week. Page 88.

were talking to a corporation. It talks as though it were printed on a billboard or in the daily newspaper. It tries to talk to everybody and in doing so, succeeds in talking to nobody. Never in the history of our country or in any other country has a corporation, a business, or a partnership ever bought a single thing. Every purchase ever made, whether it is a pair of nylon stockings or a \$50,000.00 machine is made by an individual, a person like you and I, a person with pretty much the same hopes and fears we have and pretty much the same successes and disappointments. For some reason, when a businessman is sitting behind his desk and reads our mail, we think he is a completely different animal than the same man sitting in his living room at 6 o'clock in the evening reading mail that arrived at his home that day. The mail he receives at home may be attempting to sell him a subscription to Life Magazine, or perhaps some Scott lawn seed. The mail he receives at the office may be talking about a new conveyor system or perhaps plant air conditioning. His reasons for reading the mail at his

office and at his home will be exactly the same, that is, to gain some benefit he didn't have before, to make a better life for himself and his family, or perhaps to avoid some danger or harm. There is no reason at all why industrial direct mail should speak to him any differently than any other kind of mail. He hasn't changed when he goes from his office to his home, but the mail he gets at these two points is completely different. *The difference isn't in the reader — it's in the mind of the writer.*

I have been selling floor brushes by mail for almost fifteen years. About 70% of our sales go directly to the industrial plant and the balance to jobbers and distributors, who in turn sell to the industrial plant. Regardless of who buys our products, whether it be a user or a jobber buying for resale, they buy from us by mail. We do not employ any salesmen, nor do we make any effort to sell our products to jobbers and distributors. All of our effort is pointed to the consumer who in our case is the manufacturing plant or commercial establishment. If jobbers hear about our products, they hear about them through the consumer, not from us.

In the years we have been selling floor brushes by mail, you might think other brush companies would take a leaf from our book and try some direct mail selling. Though there have been a few half-hearted efforts along this line, no other brush company, to my knowledge, has made any real attempt to sell by mail. This is strange because there are at least 600 brush manufacturers in this country producing floor brushes. It seems a few of them at least should be making some efforts with mail. Those few who have used mail to any extent have pretty well confined their efforts to jobbers and distributors and not the consumer.

In my opinion, there are two reasons for this lack of direct mail competition. Our product is unique in appearance and unique in construction features. We manufacture a high quality product that is immediately recognized as such by the prospect and, once he has seen and used our brushes, he is not likely to confuse them with those of another manufacturer. We do not have patent or design protection. Any brush manufacturer is free to duplicate our prod-

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THE STORY BEHIND AN UNUSUAL TREE ...WHICH GROWS WITH THE FRUITS OF SUCCESSFUL "C. C. C."

by Dudley Lufkin
Field Editor

With the new trend toward total marketing, more companies are paying closer attention to well-planned sales promotion and merchandising programs. Their increased demands for integrated completeness to back up advertising, distribution and sales efforts has given birth to a new crop of unique, specialized "sales promotion" agencies.

To find out exactly what these agencies are, what they do and how they do it . . . we singled out one of the hottest young organizations of its kind for this exclusive REPORTER feature profile.

Among many other services performed by the agency, we found an intensive, professional approach to direct mail . . . on both management and production levels.

As ADVERTISERS look for better ways to coordinate everything in their selling cycle to the new concept of total marketing, there has been a growing related interest in complete sales promotion programs. More than ever before, added attention is being paid to all the "extras" which aid and extend the advertising, distribution and sales efforts to their greatest effectiveness. "Total sales promotion" has become an important part and parcel of the total marketing concept.

Of course, many larger firms have sizable sales promotion departments, advertising and sales divisions. And countless others get their sales promotion requirements piece-meal from a wide range of competent individual organizations which specialize in either direct mail, displays, packaging or one of the other sales promotion elements. But most adver-

tisers seldom have had the benefit of a special agency which would devote *all* its time and energy to bringing a complete sales promotion and merchandising program clearly into focus with other marketing factors.

Birth of the S. P. Agency

Now, the total marketing concept has put sales promotion and merchandising responsibilities squarely into the baliwick of agency operation. In recent years, big agencies such as McCann Erickson, Grey Advertising and several others have done a yeomen's job with their own sales promotion departments.

But by economic necessity, the 4A agency's attention to sales promotion services still remains secondary . . . functioning more as a client accommodation "extra", rather than a big billing booster. Like public relations



KURNIT



GELLER

fees, sales promotion revenues for a big media agency can hardly measure up to their 15% space, radio and TV intake.

From this background reality there has developed a number of smaller, specialized sales promotion agencies . . . devoted entirely to planning and creating all of the promotion elements beyond space and broadcast advertising.

Perhaps it's a misnomer to label these new specialists "sales promotion agencies" . . . because "sales promotion" itself is as loosely defined as any generic term in the commercial creative world. The same type of confusion which often clouds definitions of "direct mail and mail order" or "public relations and publicity," also exists when it comes to putting "sales promotion" in its right perspective: One advertising manager might think it means those counter cards to back up his national ad campaign, while another thinks in terms of a mat book or maybe a new package design. Then there might be a sales manager who thinks sales promotion is the new catalog and price list, while another says it's those pep-up letters sent to his salesmen and distributors.

"The Three C's of Marketing"

So the most important function performed by the new specialized agency is that of eliminating sales promotion confusion . . . by organizing all phases into a sound, integrated plan of support action.

They take the responsibility of designing and producing what might be called the "Three C's of Marketing" . . . any *Creative Collateral Corroborant* which will give a firm's basic advertising, distribution and sales concentration added strength and vitality. If it's *Creative* (original, productive), *Collateral* (subordinately connected to the advertising theme) and *Corroborant* (imparts strength to the marketing plan) . . . chances are you'll find it in the wide-awake sales promotion agency's campaign recommendations.

One of the brightest new stars among these specialized CCC planners and producers is a young New York organization known simply as "KGA" — Kurnit, Geller Associates. Enconed securely in a 10th floor expansion just off Madison Avenue at 49th Street, KGA's physical atmosphere looks and feels just like the successful media agencies around the corner. Behind pine paneled doors which form an impressive backdrop for KGA's modern reception room,

you can find completely equipped copy, art, research, production and account executive departments. While each is complete with the typical peg-board wall hangings found in most every Madison Avenue ad shop . . . somehow the rough layouts and scribbled production notes on KGA's walls look different. A closer look shows you why:

A Bull-Pen Rebellion

Instead of meeting tight publication and broadcasting deadlines, KGA's departments are geared to tailor-made promotion schedules dictated by specific requirements of each client. There's a wide range of promotion planning and production — from a complete direct mail series to a single merchandising tag. There's a reason, too, why most of KGA's output shows a marked emphasis on creative design, crisp illustration and brilliant photography.

KGA is the outgrowth of two talented agency art directors' desire to accomplish much more than filling layout space with wiggly line attention getters and eye-opening model poses.

30-year-old Shepard Kurnit left Morton Freund Advertising in 1951 to set himself up as a free lance consultant and designer. But as his number of clients grew, so did his staff . . . and Kurnit soon found himself with a small but successful art studio. While business was good, he found life with a pen and brush alone somewhat frustrating. What he really wanted was to flex his creative muscles in an area where he would have more control over other elements besides art. Meanwhile, over at the Doyle Dane Bernbach agency, a 35-year-old art director friend named Norman Geller was sharing the same desire. Both young artists talked about getting on the firing line of completely integrated planning . . . to make art — and copy — meld into a more dynamic selling force. As talented successful designers, both were sparked by some pretty non-complacent thinking rarely found on today's commercial art circuit. Explaining this bull pen rebellion, Kurnit sums it up this way:

"I'd get an ad to do . . . and maybe come up with a layout which, visually, both the client and myself thought was pretty good. You know — good use of white space, right type selection, that sort of thing. But somehow I felt a little cheated . . . because I really wanted to know



SPECTACULAR

Typical of KGA's CCC Marketing is this piece for Talon, designed to be mailed to manufacturers. Two-fold purpose. 1) To impress manufacturers of widespread acceptance by retailers all over country of BIG ZIP; 2) to be used for showroom display to impress visiting buyers.

DEVELOPING NEW MARKETS:



A trend toward bulkier fabrics in men's outerwear fashions opened a brand new market for an existing giant-size Talon product . . . appropriately re-named the "Big Zip." K.G.A.'s market-development approach here was to first create a hefty kick-off folder which opened with an attention-getting bang . . . and big (14" x 17")! Printed in four colors on heavy stock, bold modern art and dramatic type design made a rugged masculine background for an actual "Big Zip" sample . . . inserted in a die-cut center panel. Crisp, concise copy added to the effect . . . punching home "Big Zip's" male appeal in quick terms such as "light as a feather; strong as an ox; works butter smooth; and handles big." This showmanship sampler was followed by a series of other masculine mailings.

"The Big News" . . . which came in this unique, multifold mailer. Sparing no horses to create a dynamic, dramatic effect, K. G. A. designed this piece with a "Big Zip" sample stitched right in as the folder's opening fastener. When unzipped, the piece opened to a full 8 1/2" x 22" . . . featuring a panoramic picture-story about "an exciting new sales attraction." The story must have been "exciting" . . . because so many requests came in for additional units that K.G.A. had to go back on press and double the quantity. Pieces like these have made "Big Zip" really big . . . as a new market opener.

more about the client, more about his product, more about his prospects and customers, and more about the copy approach and what it really should accomplish.

"I wondered whether my attractive white space and type design was really that important or not. There was only one way to find out . . . and that was to get into the total promotion planning picture."

So in 1954 Kurnit and Geller joined forces to build a complete service organization offering all types of imaginative art—and copy . . . based on sound merchandising and selling methods.

"Do It Right"

Today's methods at KGA include making every effort to find out all they can about their client's business philosophy, product advantages, disadvantages, competitive position, distribution . . . and other factors in his marketing and sales strategy. If they find what they believe to be a missing or weak line in the total promotion chain, KGA makes no bones about telling the client so . . . then get him to change his thinking accordingly.

Such insistent frankness stems from KGA's own basic philosophy that nothing is more expensive than the job which tries to save a dollar at the expense of quality. "If we can't do it right," says Kurnit, "we'd rather not try at all. We have too much respect for our client's cash and our reputation to risk the loss of either."

Although Kurnit might overlook the axiom which says "All business is a risk," the promotion-minded companies placing theirs with KGA seem to find his "do it right" reasoning shortens the odds considerably.

KGA works within the framework of a set budget for each individual program of sales promotion staples. But when it comes to something really special, most KGA clients are willing to give the agency enough cost leeway for the extra time and attention it requires to really "do it right."

"We're paid for thinking," says Norman Geller emphatically. "This means if it takes eight hours of concentrated planning and thinking to get the right, most effective approach . . . the client is charged for that eight hours."

The Fruits of a Growing Tree

When you step off the elevator on the 10th floor of 10 East 49th Street,



Timed to coincide with a double-truck Talon spread in *Charm* magazine, this flexible "Ready-Mix" promotion offered "New ideas in foundation fashions" . . . designed so any manufacturer or store could use the material to promote their own garments. Outstanding feature of this industry-wide promotion was its K.G.A.—created promotion chart . . . a merchandising masterpiece detailing ideas on how to use available material for maximum results. Beautifully indexed with different colored, top-quality stock, the chart outlined a step-by-step promotion . . . showing how "Ready Mix" publicity, counter displays, radio and TV, etc. could sell foundations the year 'round.

the first thing you see is the tangible product of this concentrated planning and thinking. It's an eye-catching decorative tree . . . laden with a myriad of unusual and attractive promotion pieces. These are the fruits of KGA's daily labor . . . grown from a cross-pollination of talented artists and writers with the total marketing concept.

Let's pluck off several varieties of these Creative Collateral Corroborants and take a closer look . . . to see what makes KGA's diversified orchard so successful:

FASHION MERCHANDISING:

When you think of zippers, KGA and one of their biggest accounts hopes you think of *Talon*. Here is a name which at one time captured leadership through a big splash of institutional advertising in top notch consumer and trade magazines.

But times have changed. Because of increased competition and the expansion of Talon, Inc.'s own zipper markets, this manufacturer of a product with over 2,000 uses has come to realize the need for more intensive "grass roots" promotion. Today, in addition to its regular media agency, Talon uses KGA to reach manufacturers, customers, retailers and other spheres of influence . . . with merchandising impact.

The big job is to make sure Talon zippers are not regarded as mere "functional hardware" which holds cloth together. This must be done by constantly dramatizing the fact that the name "Talon" is the zenith of the zipper world . . . and that the company itself is a leading trend-setter in fashion influence. KGA fills the bill by planning and creating direct mail campaigns to manufacturer users, retail stores and the ultimate customer . . . all designed to put across the above points and help speed up sales in individual apparel fields.

"A Stickler for Details"

In addition to an emphasis on high-fashion design, illustration and photography, a good deal of KGA's omnibus output is also created with an eye toward flexibility. For example, a recent foundation campaign promoting Talon's "New Ideas In Fashions" was designed so any manufacturer could use the included mobile counter displays, newspaper advertising, radio commercials, etc. to promote their own individual garments.

(Continued on Page 54)



INDUSTRIAL PROMOTION

Working in an entirely different area, K.G.A. has proved that their high-fashion creation can work equally as well for industrial promotion . . . particularly to upgrade industrial catalogs. The "before" and "after" examples here demonstrate how the agency applies dramatic design and original organization . . . to make a good catalog even better. The left shows cover and specimen pages of a Crown Cork & Seal Co. publication . . . originally used as both a catalog and handbook of pressure packaging. Crown Cork's advertising agency offered K.G.A. the challenge of taking this publication, a good one, and improving its visual impact. Cover and specimen pages below show how K.G.A. revamped the catalog with a high-fashion, dramatic approach. Without changing any of the basic content, they used full-page photography, vivid type design and color to tell the pressure packaging profit story. Technical information was handled in an easy-to-find, die-cut indexed section . . . printed on four different color paper stocks for spectacular effect. Outstanding results of this upgraded catalog are testimony to K.G.A.'s industrial promotion philosophy . . . that so-called "technical" men are no different than anyone in their feelings and reactions toward crisp modern design and emotional appeal.





DIRECT MAIL... THE DIRECT LINE

Some years back, when I was a simple, unsophisticated lad of about 12, I was introduced to a game that had, what the psychiatrists would call, a traumatic effect upon me. I will never forget the time, the place or the people who were with me the first time I suffered the indignities and embarrassment of playing Post Office.

As I grew up and became less indignant and less embarrassed, and my post cards became first class letters and then special deliveries, I began to worry about the day when my little friends would consider Post Office kid stuff and leave me high and dry with nothing to occupy my mind.

Luckily, as my years approached 18 and 19 and 20, I found another game where, although I didn't get kissed quite as often or as lustily, I still maintained my post office contact and exploited my tremendous knowledge of the best kind of letters to get desired results.

The new game was called Direct Mail. Today, my rewards are a bit more adult than a peck on the cheek... but then I'm playing with much older boys and girls.

There's a great challenge to the player of this game of Direct Mail. It's to the business man what the rifle is to the hunter. Direct Mail doesn't fire a broadside of buckshot pellets into the air with the hope that one of them will hit its mark. Direct Mail is one bullet aimed directly at the vulnerable spot of the quarry. When it hits its mark, it has done its job, quicker, more efficiently and more economically than any other

means to the same end.

My aim, now, is to show you how to set your sights on this quarry, how to hit it with the least waste of ammunition, and how to bring it home so that you can enjoy the meat and potatoes of extra business.

First—let's analyze the quarry. And, just to drop the confusion of too much metaphor, let's call it by its right name—the *CUSTOMER!*

Do you know what the most precious item in your store is? No, you

and integrity and reputation. They know all about you. Maybe they even know TOO MUCH about you—but that's another subject.

Why then is it common practice for the average department store to completely overlook the potential these lists offer? Why do most stores waste dollar after dollar buying buckshot advertising in newspapers that reach thousands of people who are NOT customers of your store... and miss thousands of people who *ARE*

We can't get along WITHOUT newspaper advertising—but I do believe we can do with a little less of this buckshot advertising and a lot more rifle shot direct mail advertising.

will not find it on the counters or in the shelves or on the floor. Chances are you'll find it in strong steel boxes in your credit department! These are your customer lists! Whether they be charge lists or P.T. lists or special size customers, these names are your most precious possessions. Would you ever DREAM of lending this list to another store? Would you even make these names available to a local non-commercial organization interested in soliciting charity funds? You're darn tooting you wouldn't. These names, these PEOPLE are folks who know all about you. These are the customers who don't have to be "sold" on such nebulous factors as quality

NATURAL PROSPECTS for additional business?

Let's look at some cold-hearted figures. If your store is somewhat average, a single charge account customer spends \$200 a year in your store. If you have 50,000 such customers you should be doing, without ANY special Direct Mail Program, about \$10,000,000 worth of business from these accounts. If you could influence each charge customer to spend only \$50 more a year, you'd show an increase of at least \$2,500,000.

Is \$50 too much of an increase to expect from each charge customer? I believe not. Remember, if your advertising percentage is normal, this



TO BIGGER SALES

by Lester Harrison

projected increase should allow you better than \$75,000 to GET the increase! And if this \$75,000 was spent to rifle-shoot sales provoking messages to each charge account instead of scattering it buckshot-fashion in the highly competitive pages of your local newspaper, I firmly believe that the increase is inevitable!

Again I ask, **WHY DO SO MANY STORES OVERLOOK DIRECT MAIL?** Is it that they're afraid of losing whatever position they do hold with the newspapers? Are they afraid of running one line less because if they do competition might dominate them in the pages of the local newspaper? Or is it just a matter of tradition? Remember, the only differences between tradition and a "rut" is the value of the tradition. If it doesn't have the same value it had when it began . . . and you maintain it anyway . . . you're not catering to tradition—you're in a plain downright RUT!

Newspaper domination is a myth! Customer domination is a **MUST!**

Mind you, my aim is not to belittle the value of newspaper advertising. It is and always will be the number one medium for general department store advertising. But it **DOES** have limitations—it places you in company with every retailer, every discount house, every cut price operator who advertises. It **CAN BE EXPENSIVE**. You **PAY** to reach people who can't, won't, don't want to and never will shop in your store.

Let me ask one more question on this subject while we're at it. Why . . . **WHY** is it that newspaper advertising

can lay egg after egg and we shrug it off . . . while if one . . . just **ONE** direct mail piece doesn't bring in its proportionate amount of business, we condemn the entire philosophy of direct mail advertising? You answer it!

Maybe the problem stems from a lack of understanding of the difference between direct mail . . . and **MAIL ORDER**. Mail order is geared only to influence mail and/or phone responses for a specific item. Mail orders can be influenced with newspaper advertising. **DIRECT MAIL**, on the other hand, is geared to get traffic, to build reputation, to pronounce policies, to announce new credit facilities, to report the opening of a new department, to invite customers to see a fashion show, to announce special events . . . **AND GET**

MAIL ORDERS AS WELL!

We have our quarry in sight—the thousands of charge account customers on your books as well as the many other special lists that you have in your various departments. I think you will go along with me now with my premise that the most efficient way to hit this quarry is with Direct Mail—that Direct Mail is the rifle that will bring the greatest results for the least amount of money.

Now let me show you how to be a super-marksman with this rifle . . . how to make each shot count!

Let's talk about a specific piece of direct mail. Let's use the Christmas Catalog as our example. And let's digress for a moment or two and note the history of the Christmas Catalog

(Continued on Page 90)



Reporter's Note: The use of direct mail by department and other retail stores has been "spotty," to say the least. Some stores have made it work remarkably well. Others have goofed. Lester Harrison has, for many years, been a leading crusader for better and more retail direct mail. He was our cover subject in the February 1955 Reporter. His biography was given then. We asked Lester's help for this issue, in explaining direct mail and mail order to retailers. He has given us a manuscript, combining ideas he has put across in various speeches to retail conferences during the past two years. He knows what he is talking about, because he has built up a successful business devoted entirely to creating and producing direct mail for hundreds of clients throughout the country. Officially, his agency is known as Lester Harrison, Inc. and is located at 210 E. 50th St., New York 22, N. Y.

MAIL ORDER LIST BROKERS

We are specialists
in finding suitable
lists for large mailers.

We are specialists
in finding suitable
customers for owners' lists.

JAMES E. TRUE ASSOCIATES

"Jim" True
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Charter
Member
National
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Mailing list
Brokers

James E. True Associates
419 Fourth Avenue
New York 16, New York

KGA'S STORY ABOUT A TREE

(Continued from Page 51)

The agency is also a stickler for details. On the Talon account, they give serious consideration to the fact that local retailers are one of the busiest, bothered and beguiled audiences in the promotion world. It takes plenty of rime and reason to get them to react to "use this promotion" ideas. Retailers usually use Talon's because KGA builds excitement into them with advance mailings . . . telling both stores and manufacturers why they should make room for the big promotion in their upcoming schedules.

KGA also works closely with the advertising agency to merchandise Talon's trade space within different market areas. But the "play back" merchandising is more than a fast re-print operation. In a trade space campaign last year, the ad agency came up with a series of Richter cartoons which put across the big story of Talon quality. KGA took the theme and re-designed it into a series of ten novel direct mail folders. While art and copy were basically the same, KGA injected a specific product story . . . each tailored to fit an individual market. The campaign was highly successful, because the added "personal" touch gave salesmen something *extra* to use during their calls.

DEVELOPING NEW MARKETS:

When a trend toward bulkier fabrics for men's outerwear developed some time ago, with it came a flood of oversize snaps, buckles, toggles and other fasteners. It didn't take Talon long to size up the hefty fashion flare as a lucrative new sales possibility . . . particularly when they had a "ready-made" product. Talon simply took their king-size #9 zipper being used for auto convertible tops and renamed it "Big Zip" for the fashion field.

A lavish, four-color announcement to the men's outerwear trade was created, sampling the Big Zip in an appropriate and dramatic die-cut jacket. A series of teaser postcards, leading up to another sampling folder (with Big Zip sewed in) also opened the market for children's wear. These were followed by more mailings to Talon's retail list . . . creating en-

thusiasm and acceptance on the retail level.

This KGA creation was so successful that additional requests for the mailing pieces made it necessary to go back on press and double the quantity. More important, is the fact that the campaign put Big Zip solidly into the ready-to-wear market. With salesmen's enthusiasm running high, the new fashion product is now being promoted even further in trade and consumer advertising, as well as in hypoad sales promotion material.

A Step-by-Step Promotion

In contrast to the simple re-naming of their #9 zipper to produce Big Zip, an entirely new Talon market-opener took six years of engineering development. This is Talon's "Shu-Lok zipper for the shoe industry . . . a revolutionary shoe fastener which eliminates the need for laces.

The agency's first job in helping to launch this new product was to design and produce a beautiful sales portfolio for presentation to important shoe manufacturers.

From the portfolio's initial success, the next step was to create attractive consumer stuffers which went into every pair of shoes made by manufacturers testing the innovation. These small but effective pieces told about the Shu-Lok idea for shoes . . . based on both practical and high-fashion themes.

As Shu-Lok production and sales increased, additional sales promotion material was prepared . . . leading up to a spectacular retail promotion kit which is now in production. Created with an exciting visual approach, the kit is circle die-cut, to show at a glance every sales aid which will be made available . . . from TV spots to shoe stuffers.

Manufacturer's salesmen will also receive the retail promotion kit, as well as a specially prepared sales training booklet filled with Shu-Lok selling ideas. They will also be given special padded order blanks printed on Shu-Lok self mailing envelopes . . . so they can make the promotion material available to all their customers.

The material for salesmen of manufacturers featuring Shu-Lok is only part of another important KGA function: Creating sales training material to back up both advertising and sales promotion. This not only includes sales portfolios and presentations for Talon salesmen, but also stimulating direct mail pieces aimed at retail sales people. Here, KGA makes their direct mail approach as entertaining

as possible while helping the sales person learn how to sell more. A fascinating Talon folder filled with charm for example, tells the sales girl how to sell her customers more than one foundation garment . . . while a clever booklet "quiz" teaches men's outerwear salesmen how to become a jacket expert.

No matter what its subject, each sales training piece is made so attractive, entertaining and inspiring, it's bound to put some added "zip" into fashion selling on the retail level.

INDUSTRIAL PROMOTION:

While KGA is a special type of agency they are by no means specialized exclusively in the fashion field. But they have proved that the same type of high-fashion creation can work equally as well in the industrial field to help sell nuts and bolts (which they are doing, literally, for All Metal Screw & Nut Company).

When it comes to industrial promotion, Messrs. Kurnit and Geller are two individualists who believe engineers and technical men are no different than the rest of us in their human desires and motivations in relation to modern design and emotional appeal. They don't hold with antiquated theories that industrial direct mail formats should be held to a standard 8½" x 11½" size "for easy filing" . . . or that technical specifications should always be box-ruled "for easy reference."

They consider "easy reference", or easy reading, anything which will give the reader something interesting and pleasing to the eye to look at while he's faced with the job of getting out the facts. The facts must be there . . . but their presentation can and should be done in the most interesting and dramatic way. They must give the reader something in return for "just taking a look" in the first place.

"Showmanship From Cover To Cover"

In this respect, KGA makes a constant effort to keep upgrading the industrial promotion they create . . . particularly catalogs.

A typical example was a publication recently redesigned for Crown Cork & Seal Company, manufacturers of pressure packaging containers. It was meant to be a handbook of pressure packaging as well as a specific data listing on the types of containers Crown produces. From a bevy of

D.C. goes POP!*

Creators and producers of direct mail will learn to put more impact in their direct mail at . . .

* Profits on the Potomac

36th Annual Convention of the Mail Advertising Service Association Int'l at the Sheraton-Park Hotel, Washington, D. C., Sept. 7-10 (immediately preceding DMAA Convention)

If you own, run or just work in a direct mail shop, lettershop, list house, mailing house, or are connected with any commercial direct mail firm—you'll be right at home among the MASA folks. More than 25 workshops, seminars, clinics scheduled, including:



- Nine Production Roundtables
- Two Offset Panels
- Equipment Demonstrations
- Sales & Advertising Clinic
- Meeting of Direct Mail Agency & Counsellor's Group

For full information, write Mail Advertising Service Association Int'l
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PHOTO-ENGRAVING

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White*, *Benday* or *Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR
FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

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LETTERING TO ANY SIZE YOU WANT

Reduced or Enlarged...
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Still only \$1 a word!

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**RAPID
TYPOGRAPHERS INC.**
305 East 46 St., N. Y. 17
MUrray Hill 8-2445

technical data, the agency built a dramatic story, without changing any of the basic context. Using showmanship from cover to cover, they utilized dynamic full-page photos, unusual paper stock, vivid type design and color. Product specifications were imaginatively hand-led in a unique back-of-the-book, die-cut section. The finished publication became a brand new and successful promotional selling tool for Crown Cork . . . telling an interesting industry story for container buyers.

SELLING MANAGEMENT:

The hardest single job for many advertising agencies is to sell management on a special-objective media advertising campaign. How then, does a special agency like KGA sell management on the many integrated elements needed to support this advertising? How do they make management keenly aware of sales promotion's important role in the total marketing concept?

More often than not, KGA does it by using creative selling techniques

. . . backed by solid, convincing research. When a new client came to the agency recently, KGA saw that his entire sales approach was wrong from the ground up. Looking for a creative, convincing way to sell this client on a completely revamped promotion program, KGA found the answer . . . in a tape recorder.

They took a tape recorder and recorded a frank, uninhibited interview with one of the client's leading salesmen . . . then cut similar interviews with his competitor's salesmen. The agency then took the information from these sessions and made up a complete analysis and presentation of the selling weaknesses . . . and what should be done about them.

The client thought KGA's presentation was constructive and good, and when he heard the dramatic recorded interviews spell it out . . . he became firmly convinced. The result was that KGA's recommendations for a fresh new program, starting with needed sales training and extending into all direct mail and other printed literature, is now in the works . . . and getting excellent results in a highly competitive market.

A CHALLENGE PAPER CUTTER for your Duplicator Operation HELPS YOU . . .



Ideal for girl operators is this 19" Challenge Paper Cutter featuring a special two hand safety control.

SAVE TIME

A Challenge Paper Cutter is the easy convenient way to make your duplicator operations more productive. You handle all your cutting and trimming needs right on the spot. No need to send jobs out. There's no unnecessary delay in handling. No waiting for delivery.

SAVE EFFORT

Challenge Paper Cutters are easy to operate. They require very little effort and no previous experience on the part of the operator . . . and they are real production cutters handling 2 inches or more of paper at one cut.

SAVE MONEY

A Challenge Paper Cutter enables you to buy paper in the most economical sizes . . . print it in "multiple forms" more efficiently . . . run off-size jobs from standard stock . . . and reduce waste.

Challenge makes both power operated and hand lever cutters—in the sizes most widely used by duplicator users—19" through 30". See your Duplicator Equipment Dealer or write Challenge for complete catalog.

RDMA-9



The CHALLENGE MACHINERY CO., GRAND HAVEN, MICHIGAN



In the final analysis, this profile of creative thinking and production tells only part of the big story behind what makes the new marketing-conscious promotion agency click. Basically, KGA's success is the result of sound thinking and talented execution in the wide areas outlined above. It is also the result of proving once and for all that a medium sized agency can make a profit handling direct mail and other "non-commissionables."

KGA does it by keeping a well controlled balance between their roster of talented personnel and the number of accounts they service . . . which makes tailor-made thinking and creation possible. Most of KGA's creative force comes from leading advertising agencies . . . and were individually selected for their specialized knowledge of direct mail, displays, packaging and other sales promotion elements. With a total of 17 top-flight people working comfortably on about a dozen accounts (ranging from shirts to screws), KGA can produce most everything from an intricate direct mail campaign to a pair of *My Fair Lady* tickets for a client's visiting customers.

As you can see by the fruits of KGA's Creative Collateral Corroborant tree, the agency has found its share of new and exciting promotion ideas. During the three short years of its growth, the tree has become much more than the decorative focal point of KGA's reception room. It has become a living symbol and inspiration for a young, progressive, productive and growing organization . . . dedicated to serving business over and beyond the call of 15% commission duty.

Perhaps this "CCC" tree can also give you an inspiration . . . to plant your own seeds of creative integrated sales promotion for total marketing success. ●

(Continued from Page 43)

DA ANSWERS TODAY'S SELLING PROBLEMS

is a rising star in combating the problems that beset the sales manager of today. When used in support of salesmen, it is one medium that often can prove itself capable of earning back its own budget many times over.

More and more, business is gaining new value from direct mail as a purely advertising medium. This is not meant to suggest that direct mail will ever replace or serve the purpose of general advertising. But, used as a complement to general advertising and confining itself to selective groups, it can deliver an advertising message to such groups with possibly greater effectiveness than any other medium. This is because the readership of direct advertising is so extraordinarily high. Take mailings in which a reply is sought. Responses of 15, 25 or 30% are not at all uncommon. This, of course, constitutes *proved* readership—because no one can take action until they have read the message.

But outside of response received, there is always an unrevealed percentage of readership that has great value. Testimony to the power of direct mail in breaking readership barriers is found in recent studies of direct mail readership which credit this medium with 60% to 80% total readership. These are figures that should be weighed carefully.

Another important thing to remember is that because the audience for direct advertising is pre-selected, the *quality* of direct mail readership can be just as high as you want to make it. Direct mail "circulation" is completely within the control of the advertiser. Direct advertising is flex-

ible in use too—you can choose your targets by market areas, by title or position, or by practically any measure that suits your sales planning.

There are times when the physical flexibility of direct advertising allows you to deliver a *more complete*, and conceivably a *more convincing* advertising message. On top of this, direct mail does its job with little "attention competition" from other ads or editorial material. Studies show that readership competition within the medium itself is actually negligible.

As in all advertising, of course, the

amount of advertising impact, or the direct results obtained, does depend in large measure on the degree of skill and creative spark that is put into the preparation of the advertising itself.

Direct advertising is the second biggest advertising medium. More and more people are getting in on the act as users. As a result, *promotional* competition is keener. This is where technique and talent come in. Direct advertising is a *professional* job—professional counsel is just as essential in this medium as in the other forms of advertising you use.





IF your
direct mail
program
makes you
and your staff
feel like this -
take a tip
from this
fellow . . .



. . . he retains
Steiner and Kahn
to build Programs
that make his
dollars work
harder . . . by
turning more
prospects into
customers.

**STEINER
and KAHN, INC.**

Sales Promotion and
Direct Mail Counselors

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PLaza 3-6295

* Let us hear from you
. . . or drop in to see
us at our suite at the
Sheraton Park during
the DMAA convention.

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Do you mind, Henry, if I crawl out of my copy cubby-hole and onto a soap box for just a portion of the space allotted to me? I've been wanting to get something off my mind for a long time. Now seems to be a good time to do it—when members from all over the country are attending DMAA sessions, making notes, carrying home ideas to upgrade their direct mail and mail order.

At these conventions, as you and I both know, one can get a liberal education in mailing lists, format, how to sell by mail order, how to write sales letters that bring in inquiries, testing, and such. But, it seems to me one important phase of direct mail is being grossly overlooked.

What happens when all of these techniques pay off; when the inquiries and orders roll in? How are the inquiries answered? How does the mail order operator use direct mail to get repeat orders for other merchandise he sells?

The reply to an inquiry or the follow-up after an order has been received is also direct mail. What kind of a letter is written when the first order comes in from a new prospect? Where does direct mail fit into developing new customers? Where, at the DMAA convention, can members learn about those things?

In many organizations inquiries are handled by what is known as "routine correspondence." Many of such follow-ups read as though they had been a routine letter job performed by some dictator who simply wanted to get the job out of the way. (See Ferd Nauheim's article in the July REPORTER.)

Now I'd like to ask those who read this department if they feel something should be done at our annual convention to upgrade "routine" correspondence.

Why not complete the services offered by DMAA, Circles of Informa-

tion, Conventions, and devote some time and effort to helping members turn inquiries into orders? Why not include in this service to members some guidance on letters to answer complaints, letters that say "no" to an unusual demand and still retain a customer; how to thank a new customer for an order; how to thank him for his check; how to write letters that make a customer want to continue to do business with a company.

All those things are direct mail, and it seems to me should be an increasingly important function of the DMAA, THE REPORTER, and columnists like Paul Bringe and myself.

These few words are in the form of a trial balloon. I'd like to hear from readers. I'd like to have letters from them giving me their ideas on whether or not they want and need more information on personally dictated follow-ups and other "routine" letters.

Should there be set up a division under Circles of Information where ideas on "routine" mail communications with prospects and customers could be exchanged? Perhaps a clearing house of successful dictated letters which have done a special job is indicated.

I, for one, think this is just as important a phase of direct mail as inquiry-getting, sales-producing letters, folders, booklets, etc. on which most of the accent has been placed.

Write me your views. If you think I'm cockeyed and routine correspondence is not a function of the direct mail business, tell me so. If you have any ideas, send them along. If you have any examples of so-called "routine" letters which have done a specific job of selling, placating a customer, or making a new customer continue to want to do business with you . . . send them in.

Now I'll crawl back into my cubby-hole until I hear from some of you. Perhaps then I'll again take to the soap box if enough of you think an important point has been made here.



*how to get
practically
a free ride
in the
mail*

... with lightweight, eye-catching

EAGLE-A TROJAN ONION SKIN

Here's a tip for all users of direct mail! For colorful mailing pieces that *save* on postage, use envelope enclosures printed on Eagle-A Trojan Onion Skin. Because this fine 25% rag content paper is so *lightweight*, folders on Trojan Onion Skin travel practically postage-free as inserts in multiple mailings. Available in white and five colors, Trojan Onion Skin has lots of eye appeal for package inserts and large french-fold mailing pieces, too.

And its strong durability is ideal for your invoices and office forms.

Prints beautifully by letterpress or offset. Write for a sample portfolio.

Other papers in the Eagle-A Trojan line: Trojan Bond, Trojan Record.

EAGLE-A  PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE, MASSACHUSETTS

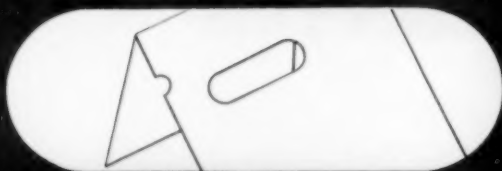
Manufacturers of famous EAGLE-A COUPON BOND and other nationally-known Bonds

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you'll find a whole new
world of direct mail success.
Write for information and specimen
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SALES LETTERS INCORPORATED

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Telephones: WAtkins 9-2680, 2681

SALES OFFICES: Newark, Philadelphia, Chicago



NOTE the anecdote of two bricklayers who were asked by a passer-by what they were doing. The first said, "I'm laying bricks." The second said, "I'm building a cathedral."

Similarly, even when handling your routine printing job, Mailgraph keeps its eye on the end-objective of your printed piece . . . and frequently suggests techniques that will increase returns, boost sales, or get the message across with greater impact. May we help you build?

MAILGRAPH CO., INC.
39 WATER ST., NEW YORK 4
"Successful Direct Mail Selling
Since 1920."

HOWLING GREEN 9-7777.

SEND FOR YOUR FREE COPY

FAIRCHILD MAILING LIST CATALOG

new, revised edition



Mail to a Fairchild list and you mail to a market with the highest possible sales potential. You get financially rated, up-to-date names — the best prospects in major manufacturing and retail fields. For your free copy of the new Fairchild Mailing List Catalog, write or phone today.

MAILING LIST DIVISION

7 East 12th Street New York 11, N. Y.
Fairchild Publications
ALgonquin 5-5252

MORGAN (Continued from Page 39)

WHAT'S WRONG WITH LIST TESTING?

knows that *new* names pull better than *old* names. Most list owners recognize that fact, and give you a year-by-year breakdown of their buyers or expirations. But the information given to the prospective user by this list owner does *not* contain any such breakdown. So the user justifiably expects his test to give him a fair cross section of the newer and the older names in the list.

Then the list owner, as an established practice, "loads" the test by using only his newest names. And when this procedure is questioned, he says "I am very fussy that we do not load initial tests."

Moreover, on these particular tests, we specifically ordered names from five test states. When we first brought our disastrous experience on the continuations to the list owner's attention, he assured us on the telephone that our instructions had been followed.

But later he wrote me that our tests, like *all* their tests, started out with Alabama names and ran down the states alphabetically.

Then, in a second letter, he said once more that the names had been taken from our test states, as specified. So we *still* don't know how these names actually were selected. We don't even know that any accurate record was made of what names *were* used on the test. Nor do we know that those same names weren't accidentally re-used on the continuation orders.

Now, this happened with a company that is one of the best-known — and supposedly one of the *best* — in the business. Yet when I questioned their methods, and suggested that either the prospective user should be *told* about the age breakdown, or that *all* age groups should be represented in the test, I was told in almost so many words that the matter was not open for discussion, and that if I didn't like it, it was just too bad.

If this outstanding list owner is deliberately loading tests, what assurance do we have that others aren't doing it? And remember, picking the latest names is not the only way that a test can be loaded, either accidentally or on purpose.

Some publications offer their active subscribers and expirations as

one single list. They can load a test by giving you mainly actives on your test, and expirations on your later mailings.

The same thing can happen when paid and "controlled" subscribers are offered together, or when buyers and inquiries are included in the same list, or even when inquiries and "prospects" are combined. The possibility also exists when short—and long-term expirations are lumped together, or when a list includes the names of buyers or subscribers who were originally obtained by widely different methods.

For example, many publications sell subscriptions by direct mail, through space advertising, and through agencies and/or salesmen. If they can segregate the names obtained from these different sources, the direct mail names will almost invariably work better on other direct mail offers than will the names obtained through space advertising or field selling.

And loading tests is only one of the practices followed by some list owners which can make your results unpredictable—although it is probably the worst. Others which we have run into during the past year include "rearranging" lists without notification, so that mailers inadvertently re-use the same names too soon, failure to keep careful records of names previously used, actually addressing to the wrong list, failure to give promised protection on mailing dates, sending out information on a "new" list which is really an old list under a different name, sending out a promotion letter on a "recently released" list which had been covered by information in our files for years, etc., etc.

Of course, not all list owners are guilty of these bad practices. I sincerely believe that most of them try to do a conscientious job. But remember, the cases I've cited here all turned up in our own comparatively small operation, and in the course of less than 12 months. Remember also that we use only the highest-grade business lists—mainly buyers and expirations.

If these things are happening on lists of this calibre, I'm wondering what in the world may be happening on lists of lower quality.

In fact, I'm beginning to wonder what kind of a business we're in. Do you honestly know of any other self-respecting type of business that is operated as much on the doctrine of

"let the buyer beware" as is the list rental business?

If I ordered a sample of paper or printing or envelopes or almost anything else, re-ordered on the basis of that sample, and then discovered that the product I got later was not of the same quality as the sample, I would simply refuse to accept it.

Yet one of the most respected companies in the list rental business submits misleading samples as an established policy, and feels that it can safely thumb its nose at the customer when he protests.

The Direct Mail Advertising Association has a committee on ethics.

Many of us in the Association are very much concerned about the low opinion of direct mail held by large sections of the general public, and fostered by the recent angry arguing over postal rates and "junk mail."

Yet within our own ranks, supposedly reputable companies are operating on an ethical level that other lines of business simply would not tolerate. How can we expect outsiders to think well of direct mail when we put up with something like this at the very heart of our industry?

I think it is high time that we who use rented mailing lists—the customers who are "kings" in other lines—



806 Lexington Ave. • New York, N. Y.

806 Lexington Ave. • New York, N. Y.



HOW THEY SOLVED IT WITH able labels

IF YOU ATTEND THE DMAA SHOW COME TO BOOTH 13!

... then by all means come see us! Visit our booth and see how Able Labels are being used in advertising, shipping, automation and hard sell! See the remarkable new, non-curl roll labels for use in Addressograph and Speedamat operations. Let us show you how Able-Stik, the self-adhering wonder, is revolutionizing office procedure and advertising thinking. Check Able Labels for Automation-Labelation and our case-history collection that helps you solve problems and create new ideals.

IF YOU CAN'T ATTEND, MAKE THE TRIP BY MAIL!

... then be our guest! We'll give you a tour of our booth and let you take the trip by mail. Just clip the attached coupon to your letterhead and mail it today. We'll send you all the information that's been available to those who attend. In your own office you can check Able Labels against your own needs and come up with practical applications that pay.

Clip to letterhead, sign and mail.

Sorry, I couldn't visit you at show.
I'd like a tour by mail as soon as
you can send it to me.

NAME

ADDRESS

CITY STATE

**ALLEN
HOLLANDER**
company, inc.

385 Gerard Ave., New York 51, N. Y. Dept. RD
Mott Haven 5-1818
New York City's largest specialty label plant.

begin to make the minority of irresponsible list owners operate like other legitimate businesses. Their wooden nutmeg, best-apples-on-the-top-of-the-barrel ethics are as out of step with modern business as the "public be damned" attitude of the old railroad barons.

Specifically, here are a few of the things that I think all list owners must do if the list rental business is to put its house in order. And here I'm speaking to list owners not only as a mailer, but as a list owner myself, who knows that some of these things aren't always easy and convenient to do:

1. Give your prospective customers, either directly or through the brokers, complete, accurate, and honest information about your list.

2. When any change is made in the composition of a list, such as a rearrangement, substantial change in quantity, or significant addition or removal of certain types of names, notify brokers and/or list users at once. This is particularly important with customers who have been using the list regularly.

3. When specific directions are given for a test, follow those directions exactly. When a "good cross section" is requested, provide a good cross section. If you don't know how to do that, find out—or get out of the list business.

4. Exercise enough supervision over the people who maintain your list to make sure orders from outside mailers are handled promptly, carefully, and according to instructions.

5. Keep accurate records of names used on tests and on partial runs of your lists. Check these records automatically before addressing on a new order from an old customer.

6. When mailers ask for protection on a mailing date, be sure you give them that protection. I know this is sometimes hard to do—and the fault here is the mailers' more than it is yours. But you can do it if you make a real effort—we're doing it on our lists.

7. Finally, stop thinking only in terms of how much extra money you can pick up from renting your list, and start thinking of how you can make it serve your customers better. This may be a difficult attitude for some list owners to adopt, simply because renting their lists is a "side line" operation. But you've got no business accepting money from list users unless you can adopt that attitude. And once you've got it, you'll find that it pays off—just as other lines of business have learned that it pays to be customer-minded.

And now, back to you mailers. I hope some of you will agree that the

our business is to obtain for Our Customers the Best OCCUPANT MAIL Lists Available

We compile lists for areas where satisfactory addresses are not presently available.

Addresses ZONE Numbered where P. O. Zoning has been established.

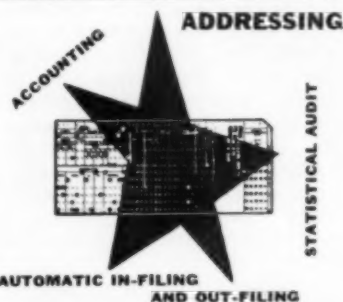
THE Complete Occupant Mail List Service

Occupant Mailing Lists of America, Inc.

239 N. 4th St. CA 4-8893

Columbus 15, Ohio

Affiliate: W. A. Storing Co.



USE PUNCH CARDS FOR ADDRESS-MASTERS

- Cut Costs in HALF!
- DOUBLE flexibility!

Scriptomatic uses CARD masters (IBM, Remington-Rand, Samas, or ledger or index) to address directly to tape, wrappers, envelopes, booklets, on one machine. There's no limit to the versatility of punched card Scriptomatic masters for automatic in-filing, extraction and electronic sensing, for matching, sorting, etc.

Write for File "Scriptomatic Methods"

SCRIPTOMATIC, Inc.

300 North 11th Street, Phila. 7, Pa.



Ultra SPEED=Ultra SAVINGS with *ZONED Occupant Mail

Step



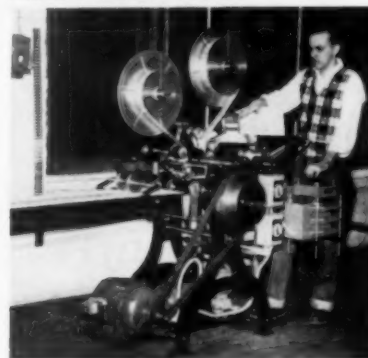
New Addresses -
Corrections

by Step



Continuous File
Maintenance

EFFICIENCY



12 to 15,000 Mail
Pieces an Hour

SPEED EQUIPMENT

MEANS SAVINGS

IN LABOR COSTS

*Postal Zone numbers speed your sales message . . . make our 98% deliverability a proved performance — (Post office officials are considering mandatory zoning of 3rd class mail). Storing is again OUT FRONT . . . all Storing Occupant Mail is address zoned wherever zones have been established.

ANOTHER Storing and

Occupant Mailing Lists

FIRST in SERVICE!

New high speed equipment, zone number address plates, fit into an assembly line production that enables us to place "The Nation's Homes at Your Fingertips" accurately and efficiently. **RESULT**—faster (zone identified) delivery . . . 98% mail deliverability . . . substantial labor savings costs to you!

For your next direct mail campaign . . . consider the advantages of Post Office Zone Number address plates and continuously revised street addresses in the smaller cities, towns, villages and rural communities . . . the time and cost saving of Storing operation.

Phone or write us for detailed information—at Storing the best costs less!

See Occupant Mailing Lists of America, Inc., advertisement on opposite page



W. A. STORING Co.

THE **OCCUPANT MAILER** *Local to National Coverage*

239 N. 4th St.

COLUMBUS 15, OHIO

Capital 8-5741

Just \$1.00 to cover cost of packaging and mailing will bring you a **FREE SAMPLE**

The CLIPPER
Creative ART SERVICE

Single issues sell for \$20.00. Your sample is a big value, one idea used can make you hundreds of dollars in extra returns. Now, the revised 1957 Clipper helps you design circulars, bulletins, catalog pages, cover pages, ads, posters, house organ pages, in fact, any kind of printing—in color, too. Scores of new easier-to-use ideas with every issue.

Published monthly, subscribers include firms like Prudential Life, I.B.M., Pontiac and many others you know. Besides sample, you will get sensational new trial offer. No obligation. No salesman. Attach one dollar to letterhead and mail TODAY to Multi-Ad Services, Inc., 108 Walnut St., Peoria, Illinois.

Unsurpassed in Quality at any Price

Genuine 8" x 10" Glossy Photos

5½¢ EACH
in 5,000 lots
6½¢ in 1,000 lots
\$8.99 per 100

Post Cards \$26 per 1,000
Mounted Enlargements (30" x 40") \$4.85

3 & 24 HOUR SERVICE AVAILABLE

FULL COLOR PRINTS
for every purpose, taste and budget

A Division of **JAMES J. KRIEGSMANN**

COPYART Photographers
Plaza 7-0233
165 West 48th St.
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

They're all talking about...

JUMBO FLASH CARDS

Big 5" x 7" mailers preprinted with colorful border art... 33 designs... lowest cost. Get FREE samples and design folder! Write

The CARR Organization
1319 N. Third St., Milwaukee 12, Wisconsin

seven points above might well form a minimum standard of good practice for the list rental business. But if you do agree, what can you do to see that these standards are followed?

I said earlier that no one mailer could do very much. But all of us, working together, can do a lot.

Perhaps the way to start is to let the list brokers know exactly how we

feel. The brokers are the sales representatives of the list owners. They handle a high percentage of all the names that are rented each year. They represent the one spot at which an effort to improve mailing list practices can be concentrated.

Let's start concentrating that effort... and see if the brokers won't take it from there. ●

Continued from Page 45

The Postman Sells Paint

combination of all of these things. Direct mail, on the other hand, is much more easily measured because customers remember a letter or brochure that you send them—they tell you about it when they come into the store to buy. Your promotion, to them, is unusual.

In my estimation from observation and discussions with paint and wallpaper dealers, direct mail advertising is a sleeping giant insofar as this industry is concerned. Intelligently used it can provide the most effective single tool available for reaching those people who "would buy from you if they knew you had it."

With this as a foundation, then, let's look at the mechanics of getting into direct mail advertising, and the first thing, of course, is—

HOW TO BUILD AND MAINTAIN A MAILING LIST

The place to start is with your own list of "good customers." One of the biggest problems in operating a retail paint and wallpaper outlet is to bring your trade back into the store regularly. A great many of your custom-

ers probably only come into your place of business during the spring and early summer months. They need to know that you are open for business twelve months out of the year and that you have products which they need on a continuing basis. In building your list the first names that should go into it are those people who have done business with you—who know that you treat them fairly—that you have good products—and that your pricing is competitive. Direct mail will "needle" them to come in for incidental purchases in the "off season" which, if you're on your toes, can lead to better business in the form of multiple sales of related or "off season" products which you might stock to level out your sales picture during the fall and winter months.

Another good source of names for your mailing list is a "reverse" telephone book. This will give you an opportunity to select those localities in your trading area where new homes are being constructed—or old homes are located which need redecorating and repair.

A third source of excellent pros-

MAILING

JULY: AUG.: SEPT.: OCT.: NOV.: DEC.

pects is obtainable from your city offices.

In order to build a house or do any extensive remodeling or structural changing, a building permit must be obtained. These building permits are public records and are yours by simply going to the proper city or county office and transcribing them from the book of building permits which under law in most localities must be maintained.

A fourth source of good prospects is available from commercial "list" houses such as the Reuben H. Donnelley Corporation, Chicago, Illinois or R. L. Polk and Sons, New York City, N. Y.* These houses can provide you, for instance, with lists of all of the automobiles in your city that are more than two—or three—or four—or five years old, and are therefore "customers" for automotive finishes to do a repainting job which is probably needed.

A fifth source of good "leads" is available from your customers themselves.

One dealer we know maintains a list of birthdays which he has built up over a period of years. He sends out birthday cards each month that are in good taste but which nevertheless remind his customers of a personal relationship between themselves and this particular dealer's store. It pays off at the cash register.

A sixth source of names is available from the registrar of marriage licenses. Few newlyweds move into a spic and span apartment or house. Some redecorating is usually needed, if for no other purpose than to give the fledgling housewife an opportunity to try her hand at interior decorating; and it builds good will and continuing patronage to get them "started off" right by coming to you.

* For complete list of mailing list compilers and brokers see Direct Mail Directory on page 100 of this issue.

The possibilities are almost without limit, depending on your own ingenuity and imagination. The secret of building a good list is to keep it selective enough that the results remain high in proportion to the size—which determines the costs involved in using it. Don't forget a mailing list which is not mailed at least four times a year will be "out of date" within a 12-month period. "Undeliverables" must be "pulled" from your list after each mailing.

You will have to keep eternally at it—changing the addresses as your customers move—and adding new names as potential customers arrive in your city or shopping area. A great many individuals do a good job of building a list, but they miss badly on the all important task of keeping it up to date. Consequently they lose the benefit which could be theirs of having a nearly perfect "deliverable" factor which reduces the cost percentage in mailing and avoids the disheartening experience of having mailing pieces returned marked "Not At This Address."

HOW TO TIME MAILINGS

Professional direct mail people know that the best day to have your letter or brochure arrive is on Wednesday or Thursday. These are the days upon which everyone's mail is lighter than any other days in the week. This is as true of householders as it is of business firms. A local "city mailing," therefore, should go to the post office on Tuesday for delivery on Wednesday or Thursday.

This, however, is not the only problem in connection with "timing."

Direct mail literature which is calculated to tie in with a store-wide promotion should "hit on the same day that your newspaper advertising, radio advertising, or any other pro-

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

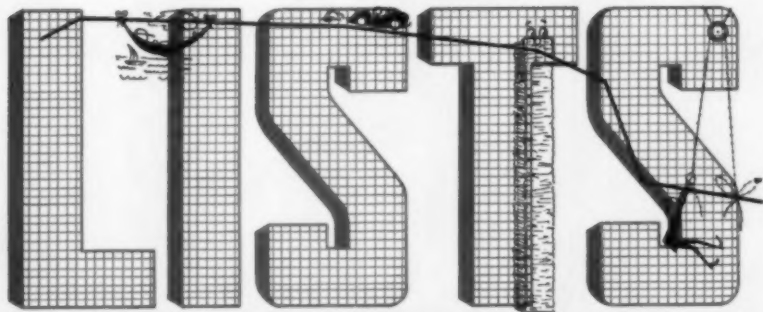
Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

NATIONAL

BUNDLE TYER CO.

Blissfield, Michigan



OUR LINE IS MAILING LISTS
O. H. ROSKAM ADV.

1430 Grand • K. C. 6, Mo.

JAN. FEB. MAR. APR. MAY JUNE

NEED
ENVELOPES ?
PHONE
HECO

Capitol 7-2400

"Little Sir Heco"

...always at your service!

HECO

HECO ENVELOPE CO. 4500 CORTLAND ST. CHICAGO 39

**FOR CATALOG DESIGN THAT
WORKS AND SELLS FOR YOU**

call or write to...

**AHREND
ASSOCIATES, INC.
PLaza 1-0312**

PRODUCTION SERVICES

MERCHANDISE & MAIL ORDER COUNSEL

SALES PROMOTION IN PRINT

SALES DEVELOPING SERVICES

**601 madison ave.
new york 22, n.y.**

Elliott **ADDRESSING MACHINES**

offer you the only competition
you can find in the Addressing
Machine industry.

Consult your yellow telephone
book or write to The Elliott
Addressing Machine Co.,
127 Albany St., Cambridge
39, Mass.

motional activity is geared to begin. Repetition is the key to advertising effectiveness, and a direct mail piece which ties in with radio or newspaper advertising will immeasurably improve your promotional results. It gets the idea across that "something big" is going on in your store. Native human curiosity will do the rest.

Another important factor in timing is to avoid insofar as possible "dating" your mailing piece. Do not, if you can avoid it, send out a mailing piece which carries the statement "This coupon only good on Wednesday, February 24." A great many of your customers may be taking rhumba lessons or serving on jury duty on the magic day which you have selected. Create, insofar as possible, the idea that the offer which you are making to this "special customer" is a continuing thing (at least for a week) and that you will be just as happy to see them a week from today as you will be if they walk in your store today.

WHAT TO MAIL OUT

There are as many answers to this problem as there are sales situations with which you wish to cope. A welcoming letter and an offer of a "free gift" on their first visit to your store is an excellent direct mail approach to a family that has just moved into your shopping area. A coupon which is good "for 25c off" on a selected article can be a business getter late in the fall, particularly if it is mailed in your own neighborhood. A sample of fabric, a color card or a postcard covered with a new wallpaper pattern can be equally good attention getters, depending on the timing and the tie-in with other marketing activities in your store.

Pity the poor postman. He will deliver anything you pay the postage on. Avoid the commonplace as you would avoid the plague. Unless you have "a good idea" don't bother to make the mailing, but if you have a promotion that is worth the investment, mail it, and it will bring results. You are the best judge of what will "work" for your customers.

SPECIAL PROMOTIONS

Some of the greatest crimes in history have been perpetrated through the mail under the broad category of "special" promotions. One organization mailed live white mice to a few thousand "special customers" in calling attention to a new brand of cheese

**SEND THE COUPON NOW! YOU CAN
COUNT THE PROFITS LATER!**

(address below)

Enclosed is a sample of our mailing piece (or written statement of our offer.) Send me your recommendations FREE OF CHARGE.

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE
OR DESCRIPTION OF YOUR OFFER

If **YOUR** mailings average 25,000 or more pieces a year . . . or if you are planning to launch a **NEW** direct mail offer . . . here is the way our **FREE** advisory service can help you to increase your sales and profits:

1. We find out, for you, the names of other direct mailers throughout the country whose offers are most closely related to your own, in appeal, price, etc.

2. We find out, for you, all of the important details about the mailing lists which these mailers have used with greatest success on their own direct mail offers.

3. Without any charge or obligation to you, we send you complete information about every one of these lists, including name counts, how the names were obtained and how much it will cost you to make use of these names yourself (often \$15 or less per 1000 names addressed).

The rest is up to you. If you decide to test any of these lists, we will be glad to arrange all of the details, even if your test order calls for only a few thousand names.

WE SPECIALIZE IN LISTS OF MAIL ORDER BUYERS

Among the thousands of lists we have to offer you are buyers of Books (general, self-improvement, business, technical, religious and metaphysical) - Automotive Supplies - Wearing Apparel - Luxury and Gourmet Foods - Gift Items - Household Goods - Records - Radio & Television Supplies - Executives - Manufacturers - Dealers - Clergymen - Travelers - Financial - Magazine Subscribers - Book Club Expirees - Sports - Hobbies, etc., etc.

**SEND THE COUPON TODAY
FOR FREE INFORMATION!**

WILLIAM LADDERN INC.

215 FOURTH AVENUE • NEW YORK 3, N. Y.

PHONE: SPing 7-7460

CHARTER MEMBER: National Council of
Mailing List Brokers

Prospect Lists

SPECIAL

☐ 100,000

Top Social Civic & Business Leaders
in 71 large cities. Rates vary between \$4.87 per M and \$18.75 per M depending on quantity & method of addressing. Names are on Speedomat Plates. (Write for rate schedule and geographic breakdown.)

☐ 400,000

Small Businessmen

New compilation of owners, partners, or top executives of small business (YOUR CHOICE AS TO HOME OR BUSINESS ADDRESS) \$18.75 per M

☐ 100,000

Mail Buying Parents

Parents who have bought by mail, \$6.00 baby chairs \$18.75 per M

For detailed information clip this ad, affix to your letterhead, check one or more of the above boxes and mail to:

Advertising Letter Service

2930 E. Jefferson Avenue
Detroit 7, Michigan

LIST USERS...

in the

Fund-Raising

and

**Public Relations
fields!**



You can save yourself considerable time and trouble by consulting us about your list problems.

Here are three reasons why. 1) We pioneered in the development of fund-raising lists 30 years ago. This long experience is your guarantee of "know-how". 2) We are still the leading list house in this field which indicates a high degree of customer satisfaction. 3) Our facilities and nation-wide contacts make it possible to build or secure a list to meet almost any requirement.

Why not investigate our ability to serve you? Write me, or see me at the D M A A Convention, Park-Sheraton Hotel, Washington, D.C., September 11, 12 and 13.



**WILLIAM M. PROFT
ASSOCIATES**
FUND RAISING LISTS

385 MAIN STREET • EAST ORANGE, N. J.

which they were introducing. Another advertising genius of great vision and little judgment favored all of the householders of a "selected city" with little bottles of a new perfume, a large proportion of which broke in mailing. The net result—accidental or otherwise—was that you could smell the city in which this gag was perpetrated for two miles in every direction. Only your own ingenuity need limit the scope of special projects of this sort.

As an example, a quarter-pint of paint could be mailed to a list of boys in your town (whose fathers you are really interested in reaching), along with a letter which would point out that "this paint is an excellent product for bird houses." The rest of the copy we'll leave to your imagination. A P.S. might be added as follows: "This same paint in larger cans, incidentally, is very good for "people houses," too! If you will bring your father in to see us we'll be glad to give you complete building plans for building a birdhouse—and a brush to apply the paint."

Sneaky? Sure. But it gets results, and that is the objective of direct mail advertising.

A piece of sandpaper can be mailed with your advertising message imprinted on the paper side. Let your imagination run riot when you sit down to decide "where do we go from here?"

HOW TO SPARK SLACK PERIODS

Assuming that you have been operating a paint store for a few years, you can predict with amazing accuracy those months during which you will be almost lonesome for someone to talk to on your sales floor. You will have the usual overhead, salaries and inventory, "waiting" for customers to walk through the front door. This is the time to "hit the market" with a good attention-getter that will keep floor traffic coming in. We all know that floor traffic "breeds" business.

One retailer in my experience sent out a highly successful postcard mailing one time which just said:

We're lonesome!

Our prices were never better, and frankly we're overstocked.

Why don't you come in and see us.

We must have something you need!

The results were far beyond his expectations. The first such mailing was made in desperation, but it is

LOVING CARE... AND UNDERSTANDING

Become vital factors in getting a complex mailing to the post office on time.

For 30 years, Advertisers Mailing Service, Inc. (Kane-Kiernan Organization) has speedily and efficiently handled the most detailed mailings for leading advertisers.

So, if your promotion activities get complex... need loving care and understanding... let Advertisers handle your next mailing.



48 WEST 17TH STREET
NEW YORK 11, N. Y.
ALCONQUIN 5-4500



MINES AND MULTIGRAPHING
PHOTO OFFSET • MAILING LIST
COMPILATIONS AND MAINTENANCE
HAND, TYPEWRITTEN AND AUTOMATIC
ADDRESSING • LETTER PROCESSING
MAIL HANDLING OPERATIONS
MAIL SURVEYS • CONTEST JUDGING

*Cortlea Text
and
Cover*

*The rich, felt finish and broad
deckle edge of Cortlea Text and
Cover add dignity and good
taste to the finest printing by
letterpress and offset.*



QUIMPER, A DRYPOINT BY SAMUEL CHAMBERLAIN

Mohawk Paper Mills

Picture it on CURTIS PAPER

CURTIS RAG

STONERIDGE

TWEEDWEAVE

Nationally distributed through these leading paper merchants

ALBANY, NEW YORK
W. H. Smith Paper Company
BALTIMORE, MARYLAND
The Paper Supply Company
BETHLEHEM, PENNSYLVANIA
Wilcox-Walker-Furlong Paper
Company of Bethlehem, Inc.
BOSTON, MASSACHUSETTS
Cook-Vinson-Lindemeyer Co., Inc.
BUFFALO, NEW YORK
Hubbs & Howe Company
CANTON, OHIO
Harrington Paper Company
CHARLOTTE, NORTH CAROLINA
Coker Paper Company, Inc.
CHICAGO, ILLINOIS
Bradner Smith & Company
Chicago Paper Company
Mason Paper Company
Reliable Paper Company
CINCINNATI, OHIO
Merchants Paper Company, Inc.
CLEVELAND, OHIO
The Peterson Paper Company
COLUMBUS, OHIO
Bartling Paper Company
DALLAS, TEXAS
Graham Paper Company
DAYTON, OHIO
Hull Paper Company
DENVER, COLORADO
Graham Paper Company
DETROIT, MICHIGAN
Bloomer-Patterson Paper Company
GRAND RAPIDS, MICHIGAN
Central Michigan Paper Company
HARTFORD, CONNECTICUT
Henry Lindemeyer & Sons
Division of Hubbs Corp.
HOLYOKE, MASSACHUSETTS
Plymouth Paper Company
HOUSTON, TEXAS
L. S. Bancroft Company, Inc.
Graham Paper Company
INDIANAPOLIS, INDIANA
Indiana Paper Company, Inc.
JACKSONVILLE, FLORIDA
Graham-Jones Paper Company
Jacksonville Paper Company
KANSAS CITY, MISSOURI
Wernicke Paper Company

LOS ANGELES, CALIFORNIA
Tipton Paper Company
LOUISVILLE, KENTUCKY
Riveland Paper Company, Inc.
LUBBOCK, TEXAS
Graham Paper Company
LYNCHBURG, VIRGINIA
Coker Paper Company, Inc.
MADISON, WISCONSIN
Nixon Paper Company
MANSFIELD, OHIO
Shawling Paper Company
MIAMI, FLORIDA
E. C. Palmer & Company
MILWAUKEE, WISCONSIN
Dreight Brothers Paper Company
Mason Paper Company
Reliable Paper Company
MINNEAPOLIS, MINNESOTA
C. J. Duffey Paper Company
NASHVILLE, TENNESSEE
Cincinnati Paper Company
NEW HAVEN, CONNECTICUT
Henry Lindemeyer & Sons
Division of Hubbs Corp.
NEW JERSEY
HILLSIDE
Henry Lindemeyer & Sons
Division of Hubbs Corp.
NEWARK
Forest Paper Corp. of New Jersey
Linden-Lathrop Paper Co., Inc.
NEW YORK CITY, NEW YORK
Linden-Lathrop Paper Company
The Confield Paper Company
Capital Paper Company, Inc.
Forest Paper Company, Inc.
Hillman-Lathrop Paper Co., Inc.
Henry Lindemeyer & Sons
Division of Hubbs Corp.
Mortimer & Company
Miller & Wright Paper Company
Division of the Alling & Cary Co.
The Stinson-Nelson Paper Corp.
The Whitaker Paper Company
The Whiteland & Alder Co., Inc.
Whiteland & Alder Company
Wilmann Paper Company
OKLAHOMA CITY, OKLAHOMA
Graham Paper Company
PHILADELPHIA, PENNSYLVANIA
A. Hartung & Company
The J. L. N. Smythe Company
Wilcox-Walker-Furlong Paper Co.
PHOENIX, ARIZONA
Graham Paper Company
PITTSBURGH, PENNSYLVANIA
General Paper Company

PORTLAND, OREGON
West Coast Paper Co. (Shalimar)
PROVIDENCE, RHODE ISLAND
Cook-Vinson-Lindemeyer Co., Inc.
Providence Paper Company
READING, PENNSYLVANIA
The J. L. N. Smythe Company
RICHMOND, VIRGINIA
R. W. Wilcox Paper Company
ROCHESTER, NEW YORK
Genesee Valley Paper Co., Inc.
ROCK ISLAND, ILLINOIS
C. J. Duffey Paper Company
ST. LOUIS, MISSOURI
Graham Paper Company
Tobey Fine Papers, Inc.
ST. PAUL, MINNESOTA
C. J. Duffey Paper Company
SAN ANTONIO, TEXAS
Graham Paper Company
SAN FRANCISCO, CALIFORNIA
Wilson-Rich Paper Company
SEATTLE, WASHINGTON
Carter, Rice & Co. (Tweedweave)
Paper Sales Corp. (Stoneridge)
West Coast Paper Co. (Shalimar)
SPOKANE, WASHINGTON
Independent Paper Company
SPRINGFIELD, MISSOURI
Wernicke Paper Company
SYRACUSE, NEW YORK
Genesee Valley Paper Co., Inc.
TACOMA, WASHINGTON
Allied Paper Company (Shalimar)
TAMPA, FLORIDA
Graham-Jones Paper Company
E. C. Palmer & Company
TOLEDO, OHIO
Cannon Paper Company
TUCSON, ARIZONA
Graham Paper Company
WASHINGTON, D. C.
Frank Parsons Paper Co., Inc.
WICHITA, KANSAS
Graham Paper Company
WILMINGTON, DELAWARE
Whiting-Patterson Company, Inc.
WORCESTER, MASSACHUSETTS
Cook-Vinson-Lindemeyer Co., Inc.

ALL EXPORT ORDERS—Dayton, Price Company, New York, N.Y.

COLOPHON

CURTIS ANTIQUE

SHALIMAR

CURTIS PAPER COMPANY

NEWARK, DELAWARE



one which he has repeated for several years and it never fails to work.

HOW TO MEASURE RESULTS

The only direct measurement of the effectiveness of any promotion plan is in the number of customers it brings into your store and the dollar volume of merchandise which goes out of your store as a result of their visit. The methods which you use to gauge results may be many and varied. Coupons are perhaps the most popular means. Unusual restrictions are oftentimes imposed such as: "Beginning at 7 o'clock on Wednesday morning we will sell 35 "gizmos" to the first 35 lucky customers who walk through the door—and we will give them a "whatsis" free of charge to carry it home in."

You know that ordinarily a crowd of people is not standing on your sidewalk waiting to get into the store at 7:00 a.m., so it should not be difficult to tell whether or not people are reading your promotional material if you have to have a policeman to control the crowd.

Nearly everyone who begins using "direct mail"—at least at the outset—is overly suspicious of the effectiveness of it. They insist on measurements of its direct sales effect. The same people will budget a few hundred dollars or a few thousand dollars for newspaper advertising and never question for a moment that it is doing them some real or imagined good. So test if you must. Direct mail, properly handled, will bring you a bigger return dollar for dollar than any other kind of promotion available to a paint or wallpaper dealer. This business does not lend itself well to "mass advertising" to the degree that other types of retail merchandising do. Few stores can set up a budget to carry a sustained mass advertising program. Direct mail can be tailored to your needs and your budget.

PITFALLS TO AVOID

Do not put "all your eggs in one basket."

Build your initial list slowly and carefully. Fifty or 100 names is not too few to begin with. Add to them consistently and make sure that the quality of your lists keeps pace with the quality of the material you are sending out, and vice versa. Avoid unusually expensive mailings!

You do not have to "go for broke" in order to get the attention of your

PROFITABLE DIRECT MAIL SALES

on a Silver Platter



NOW you can sell your product or service to the most responsive, most prosperous families in the big U.S. farm market! The entire COUNTRY GENTLEMAN (Better Farming) magazine list of 2,300,000 active subscribers is now available to you on a rental basis!

This is the first time in history the active, paid subscriber list of any large magazine has ever been offered for use by direct mail. The COUNTRY GENTLEMAN list, purchased from the publisher, contains 100% new names—unduplicated on any other list—everyone a *new* prospective customer for you. And important to you, these folks live in homes of their own—they drive automobiles of their own—they have growing children—and they are mail order buyers. Ideal prospects for your direct mail!

These families live on the farms and in the great small towns of our Nation—beyond the reach of ordinary mailing lists. When your direct mail arrives, it will not be in competition with dozens of other offers—it will be read and acted upon.

This great new list will give you volume sales in a market you've never been able to reach by direct mail before! Phone or write us **TODAY!**

mailing *Lists* INC.

n. e. cor. 40th & ludlow sts. phila. 4, pa.

EVERgreen 6-4214

contrary
to popular belief—
anybody
can write
direct mail



Not everyone, however, can make it pay. Not everyone can scientifically *plan its use, prepare it with the professional touch, and properly evaluate results* for future guidance. That's a job for *specialists!* Like for instance the Buckley Organization, with 36 years of specialized mail selling experience. If you're interested in a greater measurable return from your direct mail investment—let's talk it over.

Write, or phone RI 6-0180

THE BUCKLEY ORGANIZATION

PHILADELPHIA NATIONAL
BANK BUILDING
PHILADELPHIA 7, PENNSYLVANIA

mail. It has a prestige which is not enjoyed by other forms of advertising. Make sure that the products that you promote in this fashion have a similar prestige identity.

In conclusion, begin your direct mail activity the way a bird dog goes into a cold river—one foot at a time. If you haven't been using the postman to sell paint it will take a bit of "getting used to." Once you get into the swing of it you will wonder how you ever got along without it so long.

By all means do not attempt to produce your letters and mailing pieces on a mimeograph machine in the back room. You are a paint man, not an advertising man. (And few advertising men are good direct mail

men.) Go to a commercial letter shop or a direct mail house, tell them what you want to do—talk with your manufacturers, your wholesalers and your suppliers—"pick their brains" for ideas and make sure that when you have a mailing ready to go it represents the best thinking of several people who have some basis for judging the effectiveness of this kind of material.

So there it is—this strange and wonderful thing called "direct mail." It's fun. You'll love it, and it can help you to do the best marketing job of your career if you use it intelligently. Are you ready?

Then let's go to the post office, and get the postman on the job for you. ●

Continued from Page 47

A LOOK AT INDUSTRIAL DIRECT MAIL

uct if he wants to, but over the past 55 years, no other manufacturer has sought to do so. The unique features of our products are very definitely an advantage in selling by mail. I doubt that a brush manufacturer putting out a more or less standard line of floor brushes could successfully sell them entirely by mail as we are doing. However, they certainly could use direct mail as a supplement to other means of selling.

Another reason for lack of direct mail competition is that brushes are tough to sell by mail. It is a highly competitive product. There is hardly a city of 10,000 or more in the United States that does not have a brush manufacturer or jobber constantly calling on local business firms. To get a buyer to purchase from a source 1,000 or 2,000 miles away, when he can usually purchase locally by picking up his telephone, is not the simplest thing in the world. Selling floor brushes by mail is not all beer and skittles. If any of you in the agency field are asked to take on a brush account for direct mail selling, you had better get into a conference with yourself before tackling the assignment.

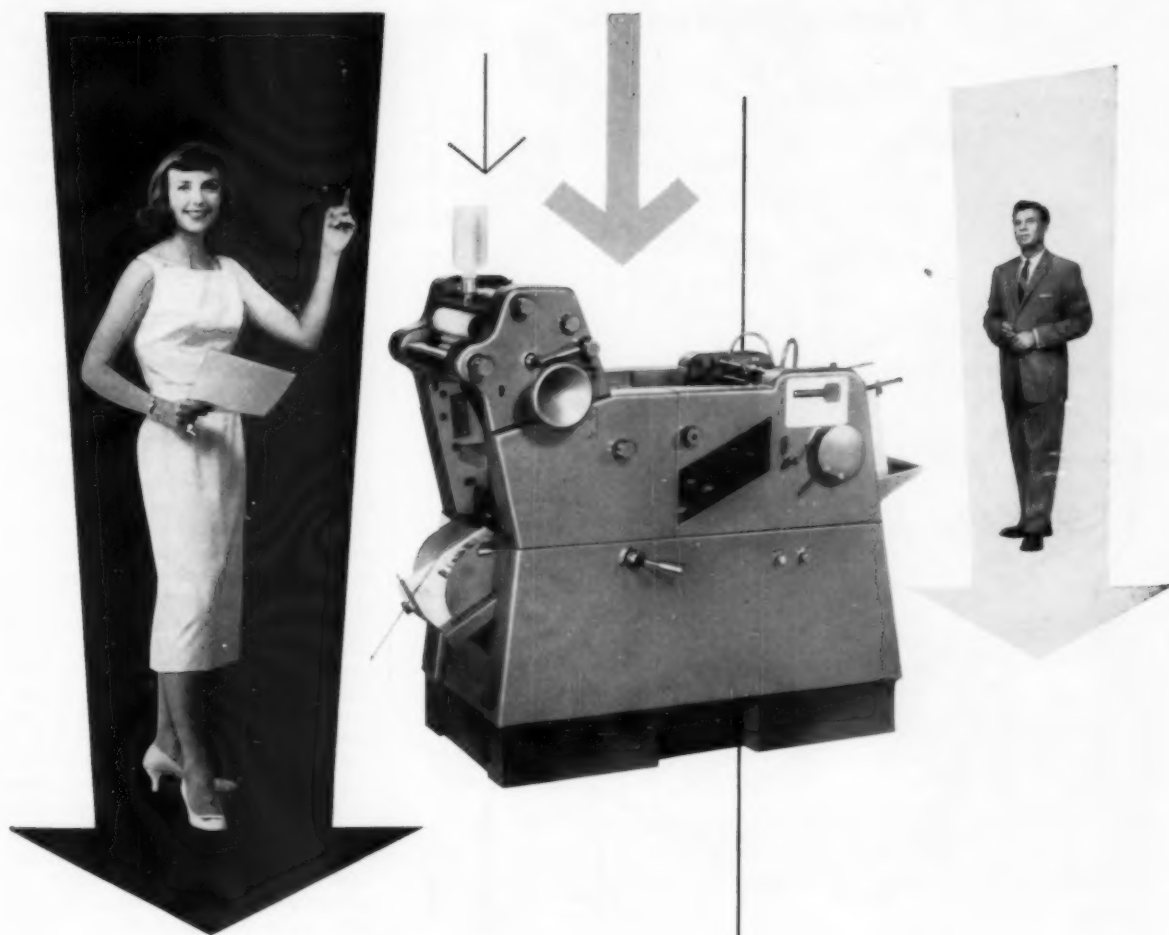
Perhaps, if I tell you some of the methods we use, you can find applications for your own products or direct mail problems.

Like all direct mail operations, we

must start with the list, the market for our products. Max Sackheim says, one of the deadly direct mail mistakes is to let the list to the last. He is certainly right. Over and over again, I have seen people start direct mail by preparing art work, preparing copy, getting the whole package ready and then saying "Now who are we going to send it to." This is truly putting the cart before the horse. Not

C a word of direct mail copy should be written, not a line of art work should be drawn, not a pencil put on paper until we know what list we are going to use. How can we sell a market if we don't know what it is, where it is, and how large it is.

We use industrial names compiled from Dun & Bradstreet and assembled on punch cards. We do not do this job ourselves. It is done by specialists in the field. Every business firm in the United States, as represented in Dun & Bradstreet, is on punched cards. We go to the list builder and ask for a list of manufacturing plants, operating plants only, no branches or headquarter's offices, having so and so many employees, having such and such a capitalization rating, and engaged in such and such lines of business. How many names can you give us and where are they? The sorting machines get busy and within a short



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neenah paper company

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neenah, wisconsin

time, we are told the quantity available is 50,000, 80,000, 150,000, or whatever the amount might be. Making up the formula for the list is the important step. You can get a start on a formula for your own operation by analyzing your present customers. Of course, you should have analyzed your present customers a long time ago regardless of what means you use to sell. The businessman who doesn't know who is buying his products and in what quantity is floating around on cloud nine.

So you know something of your list requirements from your present business. This gives you the beginning of a prospect list. However, if you have not sold by mail before, it is wise to broaden your list, taking in categories you may not sell much to right now. It may be your present method of selling does not lend itself to contacting certain industries and therefore your customer records would not be a true picture of what might be done with direct mail. After you make a few mailings with a broad list, you will see a pattern in the returns. With this information you can gradually tailor your prospect list to your requirements. In our own case, for example, the stone, clay and glass industries use four or five times more brushes than is indicated by their employment. We use employment figures as an original bench mark and gauge everything in terms of that. The textile industry, though it has many thousands of employees and huge floor areas, uses few floor brushes. There is a good reason for this which I will not go into now, except to say it cost me \$10,000.00 in direct mail to find out that the textile industry was not a primary prospect.

After we have our lists, and we might have three or four located in different parts of the country, we start planning our mail. On prospect lists, we usually use self-mailers because we can produce them at a relatively low cost. Our object is to get our prospecting mail as economically priced as possible to winnow out the mail-minded buyer from the general population. Once we have that buyer, we are willing to spend much more money to keep him sold.

We try to hit an industrial plant with a piece of mail at least twice a month. Therefore, we plan what our mail consumption might be for sixty days ahead. Our press runs are usually one-half million pieces and we

change the mailing indicia on the press so that we have enough pieces for each list wherever it is located. If we are making a double run for one list, we might stop the presses half way through and change color so the second piece going to the same list within a short time has a little change in appearance. The printer ships directly from his plant to the mailing list owner or renter. We see nothing but sample copies of the piece. The printer supplies exactly the number of pieces required for each

e list — I do not under any circumstances accept overruns or underruns. He prints exactly what I want or he gets no further orders from us. I think the printing industry has enjoyed something of a subsidy for years in this overrun business. I tell our printers that when a customer orders a dozen brushes from me, I can't ship him 14 and call it an overrun, and if I can't do it, he is not going to do it to me. The printers talk about overruns or underruns, but very seldom have I seen an underrun — in 95% of the cases, it's an overrun with appropriate charges.

I do not have much printed material on hand at any time. It is coming off the press at the printer or enroute to the list owner, or being addressed by the list owner. We do not stock much printed material, but we buy a great deal of printed material. It is always in process and the problem is to keep it moving. The production of printing and completed direct mail is, in our case, just as important as the production of brushes. It must be scheduled and planned ahead much the same as any manufacturing schedule is planned. Keeping 60 days ahead of requirements is not too difficult once the program is set up.

Now we have a list source and we have printing facilities ready to turn out the mail for us. We are ready to create the mail because we know where it is going, in what quantities and when. Without that information, we wouldn't begin.

We have always had an advertising agency. In fact, we have had the same agency handling our account since 1939. We are good friends. We work well together. We have never had any arguments. We get along so well that other agencies have long since given up soliciting our account. We have excellent service from our agency, good thinking, and a constant



A GREAT
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COMMUNICATION

MARATHON RUNNER

Pheidippides ran the first exhausting marathon race to carry a message from Marathon to Athens. In today's race for business, it's far more expedient to let Reply-O-Letter do your leg-work.

Reply-O-Letter not only delivers the message — but brings back replies, from 30% to 40% more than other direct mail. And it costs less too. You combine three expensive typing jobs in one... salutation, address, and the recipient's signature.

For over 24 success-packed years, Reply-O-Letter has been out in front, offering every advantage of smartly paced direct mail — plus a little more. For example, you may avail yourself of our expert team of writers and artists who assist you in preparing the kind of result-getting letters you need. There is no charge for this help. But naturally, it can be offered only to those who can use direct mail in reasonable quantities.

Our free booklet, "the 3 R's of Direct Mail," tells how. Send for it today.

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Are You Getting YOUR MONEY'S WORTH from Direct Mail Advertising?

Check Your Score Against This Record of DICKIE-RAYMOND Clients

Does it really pay off to have outside professional counsel in direct mail advertising and sales promotion? You'd say Yes, if you were a Dickie-Raymond client. Not just because you liked us as people — but because you'd know that you were getting a Good Buy in terms of sales and promotional effectiveness.

Take these typical successes from the result records of Dickie-Raymond clients:

Sales Leads Up — Sales Costs Down

- ... A special mailing to banks, promoting a data recording machine. Cost of mailing \$1500. Through the right combination of words, the right direct advertising strategy, resulted in sales of over \$100,000.
- ... A maker of advanced-type home heating-cooling equipment wanted to crash the curtain of hard-to-reach architects and engineers. Direct mail broke the sales barrier with a 50% response for more information.
- ... A leading manufacturer of office equipment has built sales from direct mail leads more than *three times* in the past three years, cut the cost of these leads *almost in half*, in the same period.

Fact-Finding by Mail

- ... A large hotel chain wanted a profile of its guests. We took the measurements by mail — with a 24% response.

INFORMATION BOOKLET

If you'd like the full story of Dickie-Raymond, send for a special booklet that gives complete facts. No obligation — just fill in the coupon below, *attach to your business letterhead*, and mail.

Please send me booklet describing services of
DICKIE-RAYMOND

Name _____

Title _____

Attach to your business letterhead and mail
to the Dickie-Raymond office nearest you.

- ... A trade association wanted a reading on the mailing and shipping habits of its markets. Careful planning strategy brought full answers from 74.8% of list addressed.

Good Deal for Dealers

- ... Winning the enthusiasm of dealers and distributors is a pretty sure thing when you score sales results like this Dickie-Raymond client: Dealer campaign cost \$1.52 — sales \$1800; cost \$7.86 — sales \$1500; cost \$5.00 — sales \$700; cost \$9.00 — sales \$4000. Inquiries secured for dealers: As high as 22%, 25%, 36%.

Results in Readership

- ... Extensive studies of direct mail readership reveal startling facts about this medium as a means of pure advertising, hitherto unsuspected. Mailings for Dickie-Raymond clients score Readership-Recall ratings as high as 57%, 68%, 86%.

Learning how to plan, write and design direct mail advertising so that it will *get* such results comes only from experience. We've been doing nothing *but* direct mail and sales promotion for 36 years.

You can have the services of this entire organization, on a continuing basis, for about the cost of a junior executive. Isn't *this* the year we should get together?



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*Direct Mail Advertising
Sales Promotion Counsel*

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BOSTON 470 Atlantic Avenue, HANcock 6-3360

willingness to do everything necessary to put out good direct mail. They handle our space advertising also, of course, which amounts to about 20 per cent of what we spend.

I think we get along well with our agency because they are paid commission on every dollar we spend for promotion, with one exception, and that is postage. If we prepare a self-mailer and get a half-million print run, the agency is paid commission every step of the way. If, three months later, we decide to rerun that self-mailer exactly as it was run originally, the agency is again paid commission on every dollar spent on the rerun. This means there are times when the agency collects a commission for doing little more than making out orders and passing dollars back and forth. We think, however, that they earn a good deal more than their commission for their work in preparing the original piece and we see no reason why they should not be paid a commission on direct mail circulation just the same as they are on space ads. So often it is at this point, where the agency-client relationship in direct mail breaks down.

You can understand why the agency considers our business volume figures just as important as its own. To me, the mailman walking in the door in the morning with orders is the most important fellow in my business life. He is also a most important fellow to our agency. It is a rare day that I do not have a telephone call at 10 o'clock in the morning from our agency wanting to know what the day's business was, what particular mail is pulling, what mail is not pulling, and what can they do about it. You won't get that kind of attention from an agency for nothing. Why should anybody get it for nothing?

Writing copy is a joint effort. I write a good deal of it, mostly letters, and the agency writes a great deal of it. We freely criticize and hack at each other's work. The years we have spent in this common effort have produced an approach that is well understood by each of us. If I want to write off-beat copy or take a different slant, I can do so more readily than the agency can, because I am okaying the bills, but aside from that, our methods and copy approach mesh very nicely.

Now we have sent out some prospect mail and we get a certain num-

Dress up your DIRECT MAIL with SORG PAPERS



SORG's BLOTTINGS—Give your product and sales message the eye-appealing background of high-quality Sorg Blotting. From the magnificent range of finishes, colors, and weights, you are sure to find the right blotting for a beautiful first—and lasting—impression.

SORG's BRILLIANT VELLUM—Here is a brand new addition to Sorg Stock Line Papers—a sparkling, snow-white paper that produces amazingly beautiful results by four-color process, and prints black-and-white halftones with a breathtaking liveliness. Available in text and cover sizes and weights, and in six distinctive finishes.

SORG's PLATE FINISH—Perfect for any mailing piece that demands an attractive, colorful, smooth-surface paper with cylinder-made toughness. Plate Finish is available in cover, tag, and bristol sizes and weights . . . in 12 beautiful colors and a dazzling white.

SORG's LEATHER EMBOSSED COVER—A "twin" to Plate Finish in base paper and range of colors, Leather Embossed presents an exciting contrast with its handsome leather grain finish that commands attention for your sales message. Available in two weights in three popular cover sizes.

SORG's GRANITEX—An economical, versatile stock that gives excellent printing results by offset, letterpress, multi-graph, mimeograph, or spirit duplicator. Available in a beautiful white and in five "silk-thread textured" colors.



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Ask your stationer for Sortkwik or send \$1.00 for trial offer of two regular size containers

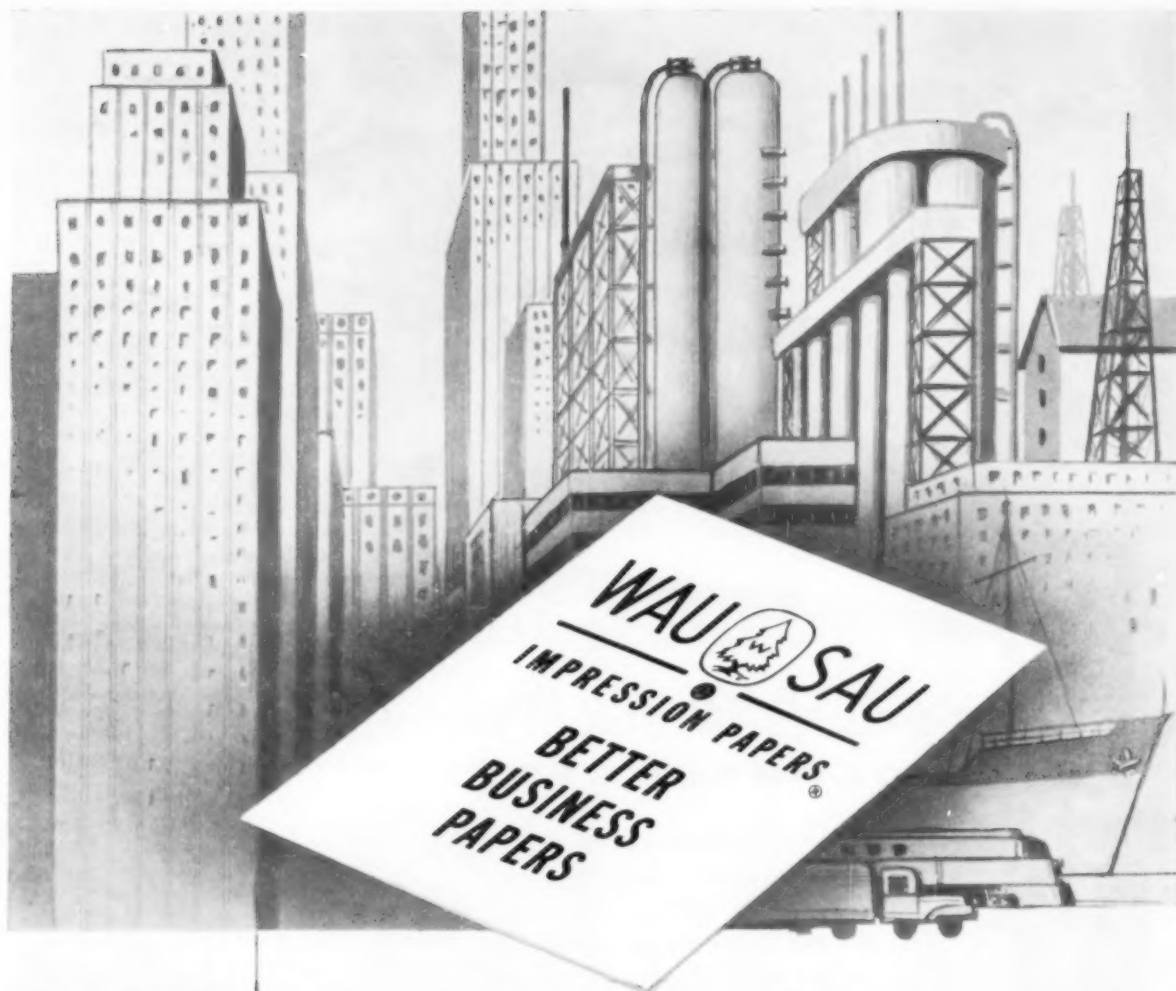


LEE PRODUCTS CO.
 DEPT. RD-9, 2736 LYNDALE AVENUE SO.
 MINNEAPOLIS 8, MINNESOTA

her of new accounts. I hope you don't become discouraged when I tell you that our average return on cold prospect mailing is 1/5 of one per cent. A new customer from a prospect list costs us approximately \$28.00 out of pocket. You can understand why I can afford to buy only a certain number of new customers a year. What I am able to do with those customers after I get them, is all important. If I could not turn them into repeat buyers at a much lower cost, we would not be selling our products by mail for long. We do turn them into repeat buyers. More than 90% of our sales come from repeat customers. It costs us about \$1.70 to resell a customer. An order from a customer will average something over \$40.00 as compared with \$18.00 from a new account so you can see that selling to customers is a profitable operation. The great cost is in getting the customer in the first place, but in this we are not much different than any other firm in business. Getting a new customer costs big money regardless of what means you use to sell. What you do with that customer after you have him determines your success or failure.

When a firm becomes a customer, they get a letter a month from us soliciting their continued business. Of course, they also remain on all the prospect lists we use and get our regular prospect mail. So, a customer gets a good deal more mail from us than any prospect, and well he should. Most business firms spend far too little money on their customers and far too much on the fellow they are trying to get as a customer. We are all guilty at times of taking our customers for granted. It's a bad disease, one that can be fatal to a business.

Our mail to customers will usually be a letter, folder, and order card. Because the selling features of brushes do not change much from year to year, we cannot make these letters to customers all hard selling. If we went over and over the facts and features about our product in every letter to customers, they would quickly become bored and toss our letter aside. So, these letters might talk about many things beside brushes but they always convey a friendly greeting and a thank you for past and future business. They are reminders more than anything else. Even if our customer does not read every one, they still serve the purpose of bringing our



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25M	\$14.85 per M	\$9.85 per M
50 M	11.85 per M	8.85 per M
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* Sub. 24 lbs., white wave.

LETTERHEADS ** at these low prices when ordered with envelopes

\$9.85 per M
8.85 per M
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** Sub. 20 lbs., white wave, watermarked.

COLORTONE press

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name before him regularly. I don't mean to imply that our letters to customers do not try to sell brushes—we do sell, of course, but it is a relaxed sell that makes the assumption customers will buy from us when they are ready for new supplies.

We do not have the names of individuals in our customer stencil. They are all company names and our mail is not sent to any particular department. We do this purposely because the brush buying function does not center in any department. It will range all the way from the man who takes care of the boiler to the vice president. There is no uniformity. The purchasing department buys brushes in perhaps five per cent of the cases. Of course, the great bulk of orders come to us through the purchasing department but as a matter of routine rather than initiation of the order. Most purchasing agents do not want to be bothered with brush buying. They are glad to get recommendations from the men in the plant who actually use the brushes and, generally, follow those recommendations closely.

You may wonder how we get our mail to the proper party in the plant. We let this entirely up to the humble mail clerk. Our name is some identification of our product and in addition we try to get a picture or mention of a brush on the outside of our piece. The mail clerk in most cases will then route it correctly. When we attempt to address our mail to a specific individual in a company, we lose out because the function of brush buying changes very rapidly.

There is one exception to this policy. For the past year I have been running a program of monthly letters, electrically typewritten, to chief maintenance men in plants having 300 or more employees. These men have responsible jobs and do not move around much. I started this program by writing directly to the companies involved asking them for the name of the man who keeps their plant clean. Response on this ranges anywhere between 15% and 21%. After I have these names, I write to the individual and tell him he is going to get a letter once a month. I ask him to correct his name or address if that is necessary. At this point we sometimes receive instructions to change the name of the individual, which is done. From then on these people receive a letter a month ad-



Here's a zoned list of 26,000,000 names that sells millions in merchandise annually



Electronic selection of IBM name cards before addressing assures pinpointing your best prospects. Over 70,000 square feet in two modern plants in Lincoln, Nebraska and Chicago. Daily addressing capacity 850,000.

The families on this Select-O-Nomic list purchase 92% of the consumer goods sold in their respective towns—and you can select their names for your direct mail by income, home ownership, education and other economic factors.

Whether you want economic, neighborhood, or saturation coverage . . . names or resident or occupant . . . labels or envelopes . . . you'll pinpoint your best prospects with this proven list. Proven with millions of dollars in sales for the country's leading publishers, mail order firms, fund raisers, coupon and sample mailers, lead and dealer-help advertisers.

Like to know more about this districted, zoned Select-O-Nomic list? Write today for your free copy of the four-color, 32-page brochure, "Direct Mail Advertising in a New Light." Or contact your nearest MAC office.



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1927
1957 **THIRTY YEARS of SERVICE**

dressed to them individually and signed by the president of our firm. These letters are very much on the soft-sell side. They are letters that try to be helpful to the man in his work. They talk about brushes in general, not only those we manufacture. And, some of them are humorous. I also use gimmicks and gadgets in these letters but only those that logically tie into our sales story.

This program is expensive, but so far it has paid off very well. Number of employees per plant on this list average around 1,000. So for every 1,000 names on the list, I have an employment concentration of one million people. People make floors dirty and so naturally I want to talk to plants with the highest concentration of workers. This program, after five letters, brought five per cent in new accounts. It also covers plants already using our brushes and from these we had an increase of 14% in sales. So the program is carrying itself and of course will be continued. However, we use this program only where there is a large sales potential. Incidentally, all of the letters for this project are turned out right in our own office on a fully automatic machine. When I say fully automatic, I mean the machine operates eight hours a day without attention from anyone. It does not even take a coffee break or time out for a cigarette. It just keeps on typing letters.

Perhaps I should speak a bit about the jobbers handling our products. When we began selling by mail, we did not accept orders from jobbers. We felt we were generating the business ourselves and they were interested only in picking up orders from accounts that were ready to buy as a result of our promotion. This was true, of course, and still is true, but as our mail program built up into considerable volume, the requests from jobbers became more and more insistent. Finally the day arrived when we felt they might harm us if we did not make some provision for them. So we did make provision for them.

We offered our brushes to jobbers provided they would buy in minimum quantities for shipment directly to them. We do not under any circumstances make drop shipments to jobbers' customers. We will ship to the jobber only. We offer the jobber a discount smaller than normal to the brush industry. We do not give him exclusive territory. Shipments are made f.o.b. Milwaukee with no freight allowance, which is again contrary to

Save up to 80% in type composition with the Friden Justowriter®



RECORDER



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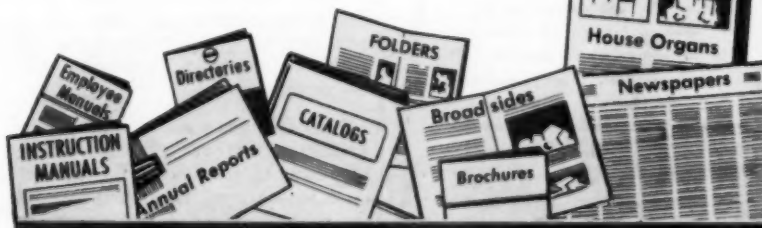
You can save by installing the Justowriter automatic tape-operated composing machine in your office. With the Justowriter it is no longer necessary to buy costly typewriter or hot metal composition. Any typist can set clean, sharp, justified (even margins) professional composition right in your office. Copy can be set directly on any duplicating master or reproduction proof paper.

This means that you can save money on every printing job, large and small. You can set justified composition for all the applications listed at the right....and many more too.

It's as simple as this: One keyboarding on the Justowriter Recorder produces visible copy and a punched paper tape. The tape operates the Justowriter Reproducer to set sharp, justified, direct image plates or reproduction proofs....automatically at 100 words per minute. Fourteen different type styles are available in sizes from 8 to 14 point. Author's alterations or changes can be made easily by duplicating the tape.

Hundreds of companies are now saving up to 80% in composition costs with the Friden Justowriter. Write today for actual cost-saving facts.

The above copy was set on the Justowriter in 10 point Book type.



Friden Calculating Machine Company, Inc.

San Leandro, California

Sales and service throughout the world



IN BOSTON Work Creatively ... Live Like a Country Squire

Cabots may speak only to Ledges
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salaried, creative management
position in direct mail advertising.

Rapid expansion (50% per year)
and client demands for the best
in creativity (15 International
Awards in three years) require
the best talent we can obtain.

Sales or management positions are
now open in each of our major
fields: business and consumer di-
rect mail, mail order, and syndi-
cated programs.

Newly created positions include:
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Order Manager, a Copy
Chief, and several Account
Executives.

You will benefit from one of the
highest salary schedules in the
industry, unlimited advancement
in a firm aggressively on its
way to the top, an assortment
of customary fringe benefits,
and low-cost, country squire
living for your family only
minutes from our downtown offices.

Write, telephone, or contact me
at the MASA or DMAA
Washington Conventions.

Francis S. Andrews, President
American Mail Advertising, Inc.
610 Newbury Street
Boston 15, Mass.

the practice in the brush industry. Jobbers must sell at our published prices. If we find a jobber who is selling our products for less money, we also find a reason why we cannot sell to him in the future. We do not refer inquiries to jobbers unless the prospect makes a specific request for the name of a local outlet.

We do not solicit jobbers but offer our products only to those who come to us, providing they have a good credit rating and providing also that we do not have too many jobbers in a particular area. You can understand with a policy like this, we get only the most aggressive jobbers, those who are willing to go out and do a selling job. We are not interested in any other kind. Jobbers at the moment take about 25% of our production and I am not particularly anxious that they should take more. I can sell brushes directly to the consumer at a lower sales cost than I can through jobbers, so naturally I want as many direct sales as possible. We do, however, with our present sales policy, have the opportunity to switch our sales to jobbers overnight if that should ever become necessary. Recently, when the Postmaster General was issuing proclamations from Washington, it appeared for a time that such a switch might be necessary.

The important point in our dealings with jobbers is that we would not have a single one of them interested in our products if we did not send mail to the consumer. If we stop sending mail tomorrow, it would not be long before jobbers lost all interest in our products. We never want to be in a position of having distributors tell us what our sales policies and discount schedules should be. As long as our volume to jobbers does not go much over its present level, they will not have the power to tell us what to do. I have never made a sales call on a jobber and I do not expect to. I would not hesitate an instant, however, calling on any customer who felt he wanted to see a representative of our company.

I am frequently asked what part of a direct mail program I consider most important to success. Such a question must be based on the assumption that the product or service to be offered is a good value—that the product can be sold in a competitive market. If a product can be successfully sold by a salesman, then I think it can be

successfully sold by mail. We must also assume that the mailing list used is the right one for the product and that it is clean and up to date. Given these two assumptions, then the most important element of direct mail is copy. Good art work and layout has its place, and novelty approaches and gimmicks have their place also. However, these are all attention getting devices and assuming they do their job, it is then up to copy to persuade the reader. I think 90% of all direct mail that fails, fails because of copy.

Businessmen are quite willing to hire experts to tell them how to lay out their plant properly. They are willing to hire experts to prepare their accounting figures and to argue with the U. S. Treasury. They are willing to hire experts to prepare and place their radio, T. V. and national magazine advertising. But somehow, when it comes to direct mail, every businessman considers himself an expert. It doesn't even stop with the head of the company—it goes all the way down to the office boy who thinks he can write a letter too, and who frequently does write letters. At least a good many of the letters I receive look as though they had been written by the office boy. The truth, of course, is that very few people know how to write a good letter. The magic and mystery of the written word frightens many people. When they write a letter, they become an entirely different person—their personality changes, they freeze up, they express themselves in the most awkward manner imaginable.

Not many people like to be told they write a poor letter. They will persist in their stumbling efforts and continue to put good money against it, even when they have absolute evidence they are harming their cause rather than helping it. If you have a hundred dollars to spend, you can send out direct mail, and it seems everyone in business with a spare hundred dollars does send out direct mail. The point I make is that the preparation and execution of good direct mail is a job for an expert, and money spent to hire that expert is money well spent.

What is the proper formula for writing selling letters? You can't go far wrong if you stick with the tried and tested procedure. Your letter must generate interest and create desire for the benefits of your product or service before you ever begin talking

RTK

***is the name of a versatile organization
with balanced facilities for...***

Advertising Typography: complete facilities for machine (linotype and monotype) and hand composition, including foreign languages.

Distinguished advertisements and award-winning direct mail pieces are set by RTK. Famous house organs with international circulation are set, printed, and bound at RTK.

Letterpress Printing: for more than a quarter-century RTK has been famed for the finest presswork in the letterpress field. A full range of press equipment means flexible adaptation to runs of any size.



Offset Platemaking and Printing: the most advanced equipment now in use, including one-, two- and four-color presses, assures maximum fidelity of reproduction for medium or long runs.

For a complete service of typography and printing, call ANdover 3-0722

RUNKLE • THOMPSON • KOVATS • Inc

Advertising Typographers, Printers and Lithographers • 650 West Lake St., Chicago 6, Illinois



SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE



**TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER**

There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 18, Wis.

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you.

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

Typewritten letters
Flyers
Brochures
Campaigns

Created and/or
produced by a
team of experts

repass letter service

29 S. WABASH AVE.
CHICAGO 3, ILL. CEntrol 6-4056

HOW TO GET MORE ORDERS AND MORE DOLLARS PER M

On your next mailing, test one of these brand-new premiums — a dictionary, a cookbook, a one-volume encyclopedia, an etiquette book. Each is full-library-size (6x9), hard-bound, 432 to 576 pages, up-to-the-minute. Now being used (and re-ordered regularly!) by leaders in finance, publishing, manufacturing, advertising, consumer goods, etc.

Priced so low you're sure to pay out handsomely if your product or service sells for \$6 or more. Send only \$1 each for your postpaid sample of:

- D-1 THE AMERICAN EVERYDAY DICTIONARY
- D-4 THE AMERICAN EVERYDAY COOKBOOK
- D-9 THE BASIC EVERYDAY ENCYCLOPEDIA
- D-24 COMPLETE ETIQUETTE

Bulk prices on request. De luxe editions, special imprints, personalized jackets available at slight additional charge on quantity orders only.

Phone, wire or write today to:
Fred Rosenau

RANDOM HOUSE, INC.
457 Madison Ave., New York 22

DON'T RIP- ZIP!

ZIP-OPENERS offer extra convenience and impact . . . get attention, action and provide "opening insurance."

ZIP-OPENERS tie in with catchy copy leading to the string . . . and have actually increased returns as much as 20%!

Let this latchstring bid welcome to your message.

Send for free brochure and samples.

the
Connelly
Organization, Inc.

1010 Arch St., Phila. 7, Pa.

MArket 7-8133

ZIP-OPENER

No letter opener needed.

ZIP-OPEN HERE

about the technical features of the product or its cost. Too many people begin describing the wonders of their product in the first paragraph of their letter but, of course, the reader doesn't care about the wonders of their product. He cares only about the satisfaction he will get from using it. After you have created interest and desire, you go on to describe your product and prove the benefits it will bring to the reader. Then you ask for action and, in connection with asking for action, promise the reader the benefits all over again.

This is a rough formula for writing direct mail. The formula method of writing copy does not lend itself to literary masterpieces but, of course, it's not intended to. Many of us cannot resist playing with the English language when we begin writing. We look for tricky words and tricky means of expressing a thought and in the process become so involved we lose our reader entirely. Now, it's perfectly alright to amuse yourself with English composition. It can be a lot of fun. But it won't be much fun in the long run if you allow it to destroy the pulling power of the mail you send out. When you use a word, use it in the sense of the first or second meaning for it given in the dictionary. (Thorndike-Barnhart) Don't use a word in its ninth or tenth meaning. The average reader is not aware of all the different meanings of words. Don't expect him to exercise his brain trying to understand you. There is no reason why he should.

I make constant use of readability formulas such as those set up by Rudy Flesch and others. I find through regular use of such formulas, my direct mail writing falls in the seventh to eighth grade readability scale. You can easily test your own copy — it takes only a few minutes and if you find you are writing at the eleventh or twelfth grade or above, you better break it down fast. If a reader has a high reading level, let us say at the two year college point, you will not insult him by writing to him at a lower level. He will get the meaning of your letter much faster than the fellow with lesser abilities. And that is all to the good. Copy written at a low reading level is not necessarily primer stuff. The most effective writers generally turn out material at an eighth grade level. I do not mean to suggest that all you have to do is bring your copy down to the eighth grade level and it will then be automatically successful. A readability formula will not tell you

if you

sell *any product or service*
by mail

sell *any product or service*
house-to-house

We can show you how you can use our direct mail promotions (which are producing 20% TO 30% NET PROFIT BEFORE TAXES) for some of the most important companies in the country.

Our clients include mail order houses, magazine and book publishers, catalog houses, direct selling organizations, trade schools and other companies in a wide variety of fields.

We supply the complete mailing "package." This package includes unusually effective mailing pieces featuring the finest nationally accepted merchandise at prices that offer incomparable values . . . all you do is mail as directed. There is an absolute minimum of effort required on your part.

We would be happy to show you how you can get this additional, highly profitable "mileage" out of your lists. Write today for FREE SAMPLES and complete information.

THE SLOAN-ASHLAND DIVISION

*Sellers of merchandise through
direct mail promotion*

Suite 903/MERCHANDISE MART
CHICAGO 54, ILLINOIS

p.s. LIST BROKERS: *Some of your clients would undoubtedly be interested in this*

DIRECTING DIRECT MAIL

to people
who want to buy

Since the first mail-order piece went out, finding the right customer at the right time has plagued every mailer. However, a large part of this problem has been solved by successful mailers who check our lists *first*.

As America's largest owner source of mail order buyers, we have 144 different lists available to mailers on a one-time rental basis. Each is a preferred list of identified men, women and juvenile cash mail order buyers—6,000,000 people who have bought just about everything ever sold by mail.

Why not direct your direct mail to *them*?

Send for our brand new free directory today.

25th year

**BOOKBUYERS LISTS,
INC.**

363 BROADWAY, N. Y. 13, N. Y.

WOrrh 1-5871

if your copy makes sense. That's up to you.

Much industrial direct mail is planned as a campaign or project. A manufacturer wants to sell his Easy Widget and thinks about it as a five letter or eight letter job. He thinks of it as having a beginning and an end. This is all wrong.

Certainly it has a beginning just as a business has a beginning, but why does it have to have an end? I don't know of any business where the selling job is ever finished. If it is, then the business is finished too. To me industrial direct mail should go on forever, or as long as a business is operating. We all know our market changes every day.

k Part of it is dying and part of it is being born. And the part that's being born knows absolutely nothing about our product or service. The mail sent out last month or last year never existed for the individual who just began working last week.

Many manufacturers continue to advertise in the same publications for decades and think it is proper—and rightly so. But direct mail is so often a project with a specific sum allotted to it and no more. It is expected to generate sufficient results to pay its immediate cost plus a profit, with never a thought given to its long range benefits. We keep our eyes fixed on the 2% return and pay no attention to the 98% who also received the mail, read it, but for one reason or another did not act immediately. We assume the 98% who didn't buy the product cannot be sold.

This is another reason why ad agencies don't like direct mail. And I don't blame them. If you are an account executive and want to sell a client a good TV schedule, you talk about "impact" and "image building" and about the "40 million viewers." You won't ever be asked what the words "impact" or "image building" mean. You won't even be asked how many of the 40 million viewers are 12 years old or younger and don't have two nickels to rub together. You won't be asked how many of the audience are male and therefore won't have any need for the wave setting lotion or cold cream offered. The romance of TV and the vanity of the client will take care of all that. If he gets two comments over the bar at his club the next day, that will be sufficient proof the program is effective.

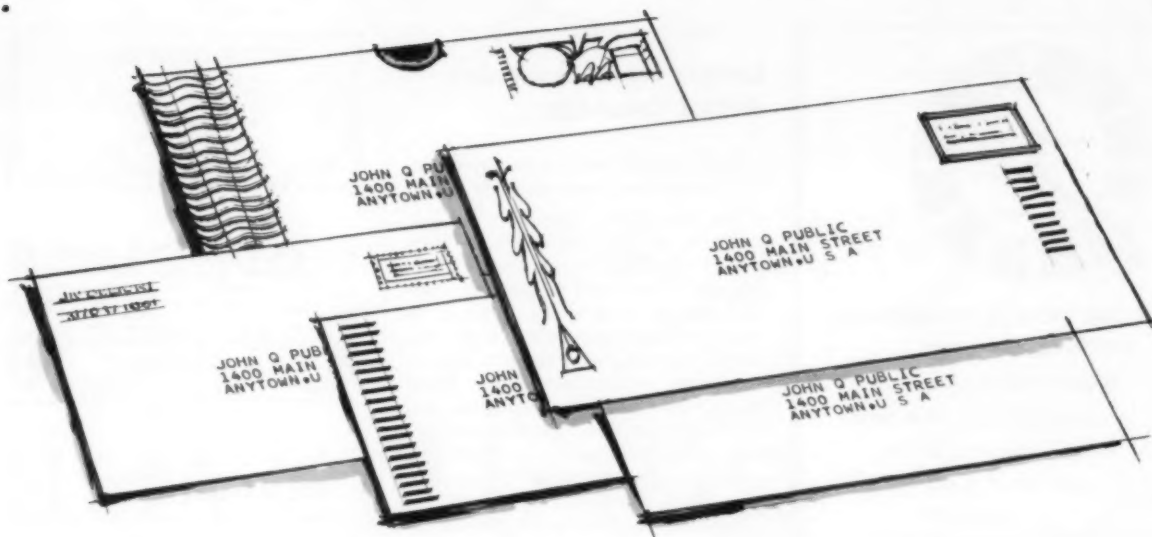
But if you start talking direct mail, watch out. Mr. Client will want to know exactly who is to receive it, whether the prospect has an actual need, and he will wonder out loud about how many will read it, because he says he doesn't read advertising mail himself. Because he speaks English and writes letters every day, he will feel qualified to pull your material into little bits and then rearrange it to suit himself.

And the payoff comes when the mail goes out. Then, by golly, there had better be orders and inquiries fast. He will have no truck with "impact" or "image building" then. It's "How many orders" or "Where are the inquiries" and nothing else matters much.

I have written enough mail on brushes and on many other products to have run into this attitude often. In my own case, management never sees a letter or other piece of mail until it is in the post office. My responsibility is to sell brushes at a profit not just today and tomorrow but next year and the year after that. Of course, I must bring in orders, but I am not ready to concede that a man who can manufacture a good automobile, tennis ball or floor brush necessarily knows anything about selling it successfully.

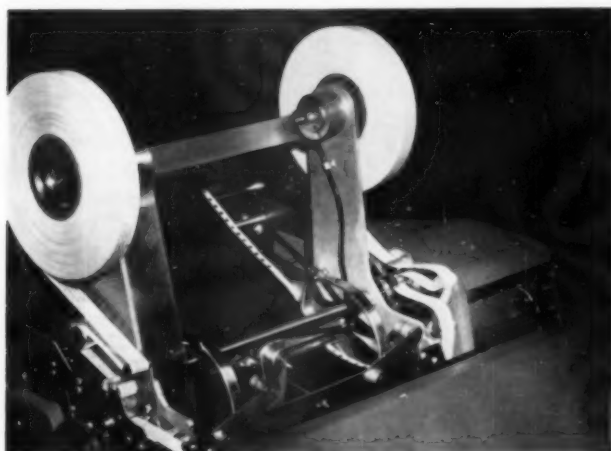
Now, if you think direct mail selling is a happy progression from one success to another, you are wrong. If you tackle direct mail with the idea that any return of less than 2% is not worth mentioning, you had better not start it. If you look closely at the flashy success stories, you will usually find they are due to a fortunate combination of circumstances that cannot be easily duplicated. The spectacular success will never provide bread and butter. You will have it once in a while and it will help to sweeten your job. But it will never take the place of the day after day plugging and the steady volume of mail that is required to keep a substantial business operating profitably.

Direct mail selling is no miracle producer or short cut to heaven. But if you use it sensibly and consistently and back it with your confidence, it will perform for you as it has for me and for thousands of other firms. ●



NOW! Make a far better impression ...with NEW IBM direct impression addressing!

- Print transfer strips from IBM punched card file.
- Get mirror-sharp, easy-to-read, smudge-free results on envelopes of *any* size.
- Prepare 9,000 three-line addresses an hour.
- Gain IBM single-file maintenance — minimum storage — no waste.
- Same new feature prepares address labels or transfer strips.



New Address Writing Feature on IBM 407 puts a sharp, mirror-image address on the back of a transfer strip—ready for direct impression addressing by a standard transfer printer.

With the *new* Address Writing Feature on the IBM 407 Accounting Machine, and a simple IBM punched card installation, you sort addresses into any category — by regions, by groups, professions, etc. Then, quickly, automatically, you make direct impression transfer strips for finer quality addressing of any size envelope. See the results for yourself — send for the complete story, with actual samples.

IBM

DATA PROCESSING

IBM Corporation
Publications Department A-57
590 Madison Avenue
New York 22, New York

Please send me more facts about your Address Writing Feature, with actual samples of the results.

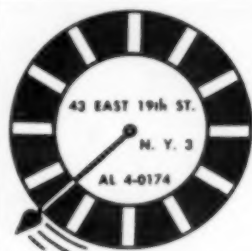
Name

Address

City

State

DATA PROCESSING • ELECTRIC TYPEWRITERS • MILITARY PRODUCTS • TIME EQUIPMENT



TYME* NEVER STANDS STILL
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If extra fast service
is what you demand
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our staff is on hand.

**A COMPLETE
DIRECT MAIL SERVICE**

- Ty-Process Letters • Mailing
- Multigraphing • Research
- Mimeographing • Photo-Offset
- Addressing • Packaging



LETTER SERVICE CORP.
43 EAST 19th STREET, NEW YORK 3, N. Y.

(Continued from Page 53)

Lester Harrison Talks Retail Catalogs

—how and why it became the important advertising medium it is today.

For many years they were the sole property of such big stores as Marshall Field, The Dayton Company, B. Altman, Woodward & Lothrop, Neiman-Marcus and a few others. As long as I can remember, they produced stunning Christmas Catalogs for their charge customers. These stores then—and today, too—felt that the Christmas Catalogs were productive enough in their own right that manufacturer participation—money-wise—was secondary to the job of proper merchandising, proper presentation. Most of them defrayed the ENTIRE COST themselves.

Then, one fine day, the manufacturers discovered the wonderful things that would happen when a piece of their merchandise was featured in one of these catalogs! Almost overnight, like spontaneous combustion, the use of catalogs became nation-wide.

The reasons for the spontaneous

(Continued on Page 92)

TICKLE THEIR EGO!

Personalize your advertising with Cal-Ad-Pads. Your "daily billboard" on the buyer's desk for 1c per day. Write for details and samples.

SATIRE, INC.

Personalized Direct Mail
734 No. Brand Blvd., Glendale 3, Calif.

"CRAZY BAR" LABELS!

CLEVERLY SIMULATED B&W "LIQUOR" LABELS, 5 DIFFERENT SUBJECTS, PLUS 4 NARROW "BOTTLE NECK" LABELS. DECORATE TRAYS, LAMP SHADES, BOTTLES, GAME ROOM FURNITURE. PRINTED IN 4 COLORS.
Circular & Sample FREE!
RAY THOMPSON Studios
P.O. BOX 134, WYNCOTE, PENNA.

WE KNOW BUYERS OF PRINTING WANT

fast service • good work • competitive price
These principals are the backbone of our business. Let us quote you on your next printing job. Your inquiries will merit our most earnest attention.

ST. MARYS PRINTING & LITHO
325 S. Wayne St. St. Marys, Ohio

BULLETINS

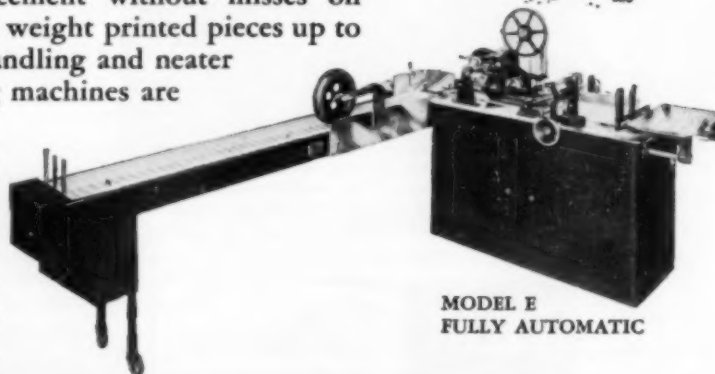
If you use form letters in lots of 25 copies to 100,000, you'll want to see these clever, 4-color, preprinted letter-sized forms that get ANY message off to a flying start; command attention and respect! FREE catalogue. Write to NATIONAL CREATIVE SALES, 1030 Leggett Ave., New York 55, N. Y.

S-P-E-E-D OPERATIONS WITH

CHESHIRE LABELING EQUIPMENT

It's "on the way" sooner with CHESHIRE equipment—and at less expense. High speed automatic attachment of pre-addressed labels synchronizes printing presses and transportation. Accurate placement without misses on envelopes, postcards and light weight printed pieces up to 11" x 14½" assures efficient handling and neater appearance. Cheshire labeling machines are available in models starting at \$3,000 and can now be supplied with an automatic town separator device.

Labeling machines also available for magazines, heavy publications and newspapers. Investigate without obligation.



MODEL E
FULLY AUTOMATIC

CHESHIRE INCORPORATED 1644 NORTH HONORE STREET, CHICAGO 22, ILLINOIS

OVER 9,600 ATTENDED LAST YEAR

6th ANNUAL

advertising essentials show

NOVEMBER 25, 26, 27, 1957



ROOSEVELT HOTEL

on Madison Avenue, New York City

Write for guest tickets or
exhibit space availability.

ADVERTISING TRADES INSTITUTE, INC.

THOMAS B. NOBLE, CHAIRMAN

135 EAST 39th ST., NEW YORK 16

LEXINGTON 2-9921

combustion were fairly evident. Certain manufacturers who don't usually get too much newspaper advertising or floor display from a department store found that catalog the best way for them to get their place in the retail sun. Others who do their major volume during the Christmas season found the catalog the most efficient place in which to spend their promotional budgets. Department stores, at the same time, discovered that the mail order operators like Sears and Ward, and gift mail order houses like Blacks and Brecks were, literally, stealing away thousands of dollars worth of gift business.

They discovered that Mom was a sitting duck for direct mail. Mom,

with her washing machine, her dryer, her automatic coffee pot . . . with her entire automatic way of life . . . had more time to sit back, relax and enjoy reading catalogs and direct mail folders. They discovered that Mom no longer got a thrill out of driving through crowded downtown areas, that Mom disliked wasting time looking for parking spaces. They discovered that Mom was trying out neighborhood stores—and that was bad!

Then they figured. Mom knows us well. Mom respects our reputation. She must or she wouldn't have opened a charge account and kept it active as long as she did. Wouldn't it be wonderful, they dreamed, if we

could bring our store to Mom instead of bringing Mom to the store. Wouldn't it be wonderful if Mom could sit back in her armchair while we paraded department after department, item after item before her eyes.

So they produced a Christmas Catalog. And they prospered!

Well . . . not ALL of them prospered. Some of them goofed so badly that the wails were heard in the next county. Why did they fail? They failed because they ignored their *successful* reputation . . . used as their yardstick the amount of money they could get from a manufacturer. More of this later.

Most of them prospered. Most of them have repeated their Christmas Catalog program for the third, fourth, fifth year! Here's why they prospered. Here's why their rifle shot hit its mark!

They stayed clear of the hackneyed, stereotyped, syndicated direct mail piece. They designed their catalog in keeping with the aura of their store. They gave their catalog the same personality that their store had. A good old friendly store put out a good old friendly catalog. A store with a national brand reputation made certain that brand names dominated the pages. A slick, sophisticated store put out a slick, sophisticated catalog. A store with a reputation for digging up the unusual in the way of gift items dug deeper and presented pages of such items.

Too, they realized that their catalog was to be a guest in their customer's living room. And they designed it so that it would be a welcome guest . . . a guest that could come in the front door and stay through many a dinner and be read by other guests. They placed a lot of importance on the appearance of the front cover . . . on the quality of the paper used . . . on the quality of the illustrations . . . the appeal of the copy . . . the sharpness of the printing.

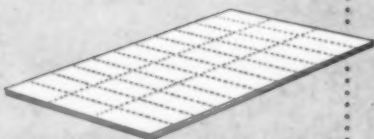
Some made it easy for Mom to order by organizing their pages by department, by sex, by price, by age. Then they presented, editorially, the credit facilities available, the gift wrapping services and so forth. Finally, they gave Mom an easy-to-understand order blank, self-addressed and postage paid. It worked like a charm. Mom bought because she had confidence in the store . . . had confidence in the items . . . liked the armchair method of shopping.

People love to order by mail. There's something about receiving a package and opening it. Even though

You can fill all your multiple mailing needs with the Dennison Line of Addressing Labels

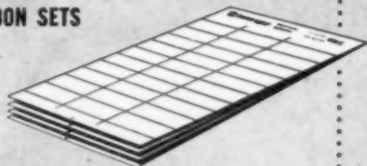
SHEETS

The standard addressing label — for typing or duplicating. 33 pin-perforated labels (2 1/4" x 1") on 8 1/2 x 11" sheet. No lint; no pods. Type 33 labels with one insertion. White, blue, buff, salmon, canary, cherry, green. In 25 sheet or ream packages.



4-PART SNAP-APART CARBON SETS

For follow-up mailings, use Dennison Carbon Set Labels — 4 sheets of couponed label paper collated with 3 sheets of one-time carbon. Quick, clean, easy. Labels stay lined up until snapped apart. 33 labels (2 1/4" x 1 1/4") on a sheet. White only.



ROLLS

Dennison Addressing Labels come in continuous rolls of 1000 couponed labels, 3 x 1" or 3 x 1 1/4", in a dispensing box. Accurate spacing allows labels to be typed with a minimum of adjustment. White only.



Dennison quality labels plus special Dennison gumming insure satisfaction. Order Dennison Addressing Labels from Your Stationer.

Dennison
Framingham, Mass.

you know what's in the package, it's always fun. You just have to look at the thousands of mail order ads that run in the national publications in October, November and December to appreciate how much gift buying is done through the mails — business that is going out of your area.

But the biggest surprise of all was noted after all the figures were in. Mom bought more than usual from the Catalog . . . but she **ALSO CAME INTO THE STORE TO SHOP!**

There's no reason why *you* can't do this. And I really mean do it yourself! You don't have to utilize the services of a specialist such as Harrison Services. If your own art department has time to do the layouts and your copy staff can wedge in a catalog page or two between daily newspaper copy, the chances are you can turn out a well-designed, profitable Christmas Catalog at a substantial saving. Just make sure it is properly merchandised — that each item has gift appeal — that every piece of finished art or photography shows the item to its best advantage, that every line of copy combines interest and solid sell. Work with a **GOOD** local printer. Usually the best is the cheapest in the long run. All the loving care you put into the design and preparation of the pages can be ruined by a printer with inferior equipment or negligible craftsmanship.

It is entirely possible for you to turn out, locally, a profitable Christmas Catalog for comparatively little! It won't be a catalog like the ones we turn out at our shop on 50th Street in New York. But it **WILL** do a job. We don't claim a monopoly on *successful* Christmas Catalogs. However, we do claim an exclusive talent for turning out books with that little extra something. Stores come to us because they want a change of pace in art technique or format . . . because they want the glamor of New York models and the slickness of New York photography. Stores come to us because they can't afford to take their art department and copy staff off of daily newspaper advertising—because they realize that their production department is not as well versed in printing production as they are in newspaper production. They come to us because most merchandise is manufactured in the New York area and is available to us for photography at a time of the year when it must be immediately returned to the showroom. Most important—they come to us because we know our business. Because we can assist in merchan-

dising the book. Because we turn out these catalogs with a minimum of effort on the part of the store's personnel. One store complimented me with a wonderful letter. It was one sentence long. It stated, "Lester, I didn't even know we had a catalog in the works until it was delivered to the customer!"

Now, let's talk about the delicate subject of manufacturer cooperation. On the whole, manufacturers **WANT** to help you finance your Christmas Catalog. After all, who has the most to gain from a successful Christmas

season? They know that this catalog is their means of reaching the best customers in your town with their sales messages. Most of them (and I'm giving away a trade secret) recognize the fact that when their merchandise is featured in your catalog, it brings them business in other stores in your town as well. Small manufacturers like it when their items are advertised in company with some of the biggest names in retailing. Many large manufacturers have set up a standard practice of catalog cooperation. All like the fact that it does

WHILE IN WASHINGTON...

AT THE DMAA CONVENTION —

find out how Dunhill can help you get better results from your direct mail by developing a "Market Plan" tailored to your special needs. Then . . . reaching into its vast resources of information . . . compile the mailing list.

Find out how Dunhill's 26 years experience in Direct Mail Marketing can go to work for you.

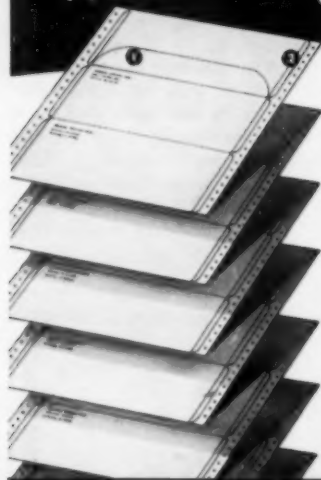
Stop by Booth #63 or Dunhill's Suite in The Sheraton-Park Hotel and ask for Herb Odza, Herb Dunhill or Florence Leighton.

DUNHILL

INTERNATIONAL LIST COMPANY, INC.

Market Planners • Mailing List Compilers • List Brokers
565 Fifth Avenue, New York 17, New York, OX 7-6767
55 East Washington Street, Chicago 2, Illinois, DE 2-0580

NEW...CHAIN-O-MATIC CONTINUOUS ENVELOPES



For Automatic Addressing or
Tribulating and Other Equipment
from Punched Cards or Tape.

- ① Full size envelope in open side style for easy insertion
- ② Perforated wings for automatic stripping from carrier sheet
- ③ Available in both First and Third Class Mail styles
- ④ Carried in stock in several sizes

CLIP COUPON TO YOUR LETTERHEAD

Chain O-Matic DIVISION

CURTIS 1000 INC.

150 Vanderbilt Ave., West Hartford 10, Conn.

Please send samples and prices of
new CHAIN-O-MATIC continuous envelopes to:

Name _____

Title _____

Type of Tab. Equipment _____

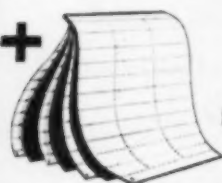
Model _____

YOUR
TYPIST



YOUR
TYPEWRITER

+



=

The Perfect
LOW - COST
Addressing
System

THE COMPLETE STORY AND FREE SAMPLES ARE YOURS FOR THE ABOVE

PENNY LABEL COMPANY

9-A Murray Street • New York 7, N. Y.

FOR YOUR MAILING LIST — A COMPLETE FULFILLMENT DEPT.

A complete service from setting up
your list through actual mailing,
including preparation of Cheshire
mailer strips, maintaining
Addressograph, Pollard-Ailling,
Speedamut, and Elliott systems.
For additional information write,
call or teletype

AMERICAN PRESS

200 S. 7th, Columbia, Missouri
Gibson 3-9731 — TWX, CLBA Mo. 262

DIRECTORY OF ASSOCIATIONS

Useful Reference Source for

- Libraries • Universities • Publishers
- Manufacturers • Mailing List Houses
- Sales, Advertising, Public Relations
and Research Executives

EXAMINE FREE FOR 10 DAYS

ENCYCLOPEDIA OF AMERICAN ASSOCIA-
TIONS listing 5,102 Trade, Business, Profes-
sional, Wholesale, Retail, Scientific, Education-
al, Social, and Fraternal Associations, Societies,
and Chambers of Commerce (local, state, na-
tional and foreign).

Gives address of national headquarters; execu-
tive secretary; number of members, staff and
local groups; description of membership and
purpose. Useful guide for research, mailing
lists, publicity, general reference, etc. Price—
\$15.00, including two supplements.

Sent on approval for 10 day FREE trial exam-
ination. Order from:

GALE RESEARCH COMPANY

Room 1116-21 Book Tower, Detroit 26, Mich.



HAPPY WORDS

from people who capitalize on direct
mail point up the practical results they
get with creative help from Bob Rainey. Among those celebrating: enroll-
ment officers of colleges, resort hotel managers, direct selling firms,
real estate brokers, and manufacturers of consumer and industrial wares.
You, too, can get better styling, better motivation, better follow-through
from "the advertiser's handy man." Work by mail with . . .

AD SCRIBE

P. O. BOX 2194 NORTH CANTON 20, OHIO

commit you to a sizeable opening
order.

**BUT DON'T SELL ADVERTIS-
ING IN YOUR CATALOG!** Don't
merchandise it on the basis of avail-
able vendor money. THAT'S where
you can goof off! First discover how
much the catalog will cost. Then, and
I leave this decision to you, decide on
what percentage of this figure should
be your own cost and what percentage
should be borne by manufacturers.

Decide, at a general merchandise
meeting, the best items you could
possibly get for your catalog. Then
send your buyers into the market
armed with dummies of the catalog
and a complete knowledge of what
the entire program will encompass.

In the main they will find that, if
your page rate is within the accepted
range of what other good stores are
asking, they will get manufacturer
cooperation. But **DON'T TURN
DOWN HOT ITEMS** if the manufac-
turer refuses to cooperate financially
in order to get promotional plugs
from his outlets. For goodness sakes,
don't cut off your nose to spite your
face. Don't stumble over a buck and,
in stumbling, overlook a real profit-
maker.

Quite often, over the past 5 years,
I have been asked to state my opinion
as to the value of the newspaper sec-
tion in comparison to the catalog. As
this question was asked more and
more frequently, I decided to get the
facts and not just express my opinion
... but state my **POSITION** based
upon undeniable facts furnished me
by department stores that had tried
both. Here are the primary facts:

1. A newspaper section has its
greatest pull the first, second and
third day after it hits the streets.
After the third day and perhaps for
two weeks, there's a trickling of
orders.

2. The catalog *hits its peak two
weeks* after it is mailed and continues
to pull right up to Christmas.

3. The newspaper section, no mat-
ter how cleverly designed, is still a
part of the newspaper in which it was
distributed. It soils fast, tears easily
and is usually tossed out with the rest
of the paper.

4. The catalog with its heavier
paper, slicker appearance, more com-
pact form, attractive cover, has a six-
week life . . . usually in the magazine
rack or out in full sight on a living
room table.

5. A section is still a newspaper to
a manufacturer. His cooperation ends

MAILING

LIST

USERS

Let's Get Personal About The List SERVICE Business

You use lists. You use list brokers. You know what you'd like a list SERVICE to be. We know what we think such a SERVICE should be because for years we've been in your seat, buying lists by the thousands, seeing where the average list broker's SERVICE is good — where it lacks something. Now we're in the broker's seat and have built our operation from the LIST BUYERS viewpoint — on a basis of SERVICE, SERVICE . . . AND MORE SERVICE.

Here are a few of the highlights of our new, highly personal list SERVICE. Glance over them, see if they don't jibe with your own idea of what a list SERVICE should be.

1 SAME DAY CLEARANCE — We don't spare the "horses", time nor telephone when it comes to following up on the lists you've ordered — wherever they may be — to see that they all converge on your mailing house in time to meet your deadline.

2 CREATIVE RESEARCH — That means finding new lists for the client who's "mailed everything". Nothing we like better than to uncover a "sleeper" list for our customers. We know quite a few such "sleepers" which we'd like to tell you about.

3 INSIDE INFO — On the pull of thousands of lists — information we gathered from the list buyers chair. This is "real stuff" that can mean hundreds or even thousands of dollars to you — it's yours as part of our SERVICE.

4 SELECTIVE RECOMMENDATIONS — We pick 'em for you the way we'd pick 'em for ourselves. Recommendations are geared to your particular promotion — we try to make every list count. Remember, well aimed shots hit bullseyes, broadsides only make a splash.

5 LIST PEDIGREE CHECKING — We don't take everyone's word for the alleged age, frequency of correction or number of names in a list. We have developed methods of checking these and other important points to make sure you get exactly the names you ordered.

6 CONSTANT LIAISON — With you — the list house and your mailing house plus continuous progress reports on the status of lists you ordered. It's like having an extra, efficient production department at your call.

That's just a small part of our really personal list SERVICE. It takes just a phone call to start it operating for you.

JACK OLDSTEIN

DEPENDABLE MAILING LISTS, INC.

MAILING LIST BROKERS

381 Fourth Avenue
New York 16, N. Y. MU 4-4991

at the accepted 50-50 arrangement for newspaper advertising.

6. Catalog rates, based upon store volume, catalog circulation and character of book are accepted by manufacturers as a thing apart from their usual 50-50 newspaper cooperation policy.

Let's look at the intangible and hypothetical situations that must be taken into consideration as well. Let's say you decide on a section. It's distributed on a Sunday. Then Monday, Tuesday and Wednesday it rains!! You think, perhaps, that this section will bring mail orders to make up for the fact that women don't like to shop in the rain? You're wrong. We know that a newspaper section has a short — very short life. And the Sunday it arrives our customer has other things to do. She scans through it hurriedly, missing most of the items, unable to absorb those she does see. There goes thousands of dollars right down the storm sewer with the rain!

There is also the prestige value of the catalog. A section of ads in the daily paper is just that — the thing they see all the time and are ready to accept as routine. The catalog, however, offers a greater opportunity for institutional presentation of your store. The newspaper section can be turned out by any store that wants to lump its ads. A quality catalog can only be presented by a store that will go to the trouble of preparing for a fine book. And is there a guarantee that your customer is going to read that paper on that day? The catalog doesn't miss your customer — it reaches every one.

You appreciate that a major consideration in selecting a gift is the value of the label to the recipient. A dollar gift from Woolworth's would not be considered an appropriate gift in many homes. The same item for the same dollar with a Neiman-Marcus label would be more than welcome. A Christmas Catalog helps to establish your store as gift headquarters in your city. It helps make your store a fashionable one to shop at for Christmas gifts.

I have heard in numerous instances that one of the troubles with Christmas Catalogs is that figures on catalogs are not easily available. Well, I do have a figure and a rather unusual one at that. I was advised the other day by a very fine store that has been using a catalog for several years that 20% of their sales during the Christmas gift buying season were on catalog items. This would indicate

A LEADING BUSINESS PAPER REPORTED THIS ABOUT

Autopen

SIGNING MACHINE

International Autopen Company makes the Autopen Signature Signing Machine which rewrites a signature at the rate of 3,000 times in an 8-hour day. It writes with any fountain pen (including your own) containing any type of nib, in any color of ink. Anyone can operate the machine which is guided by a plastic master that can be



changed in a few seconds to allow machine to write different signatures or other text. Machine written signatures cannot be distinguished from original, and is legal on any check or document. This provides control against forgery since machine written signatures are identical to master, never varying like a manual signature. To prevent unauthorized use, master can be locked in a safe, and machine can be equipped with locks and counters to control its use. The Autopen is used to sign insurance policies, stock certificates, diplomas, celebrities' photos for fans, authors' autographed books, etc. Real signatures increase the value of direct mail. So far, the government is largest user of Autopen. Machine is hand fed and operates by a foot pedal. Ideal for let-tershops that produce automatically typed letters, because it offers the ultimate in facsimile letter reproduction. Literature available by writing International Autopen Co., 1026 20th St., N.W., Washington 6, D. C.

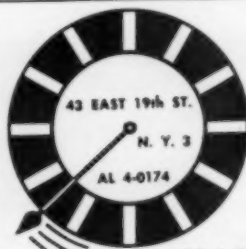
↓
New Exclusive
 ➔ **UNUSUAL**
MAILING LISTS

- 65,000 Owners blue chip stocks who recently received dividends
- 145,000 Subs and ex-Subs to a business periodical
- 135,000 Owners, insured trucks and fleets: home or bus
- 60,000 Buyers of Israel Bonds and Scrip
- 120,000 Women piece workers, garment union members
- 175,000 Competitors, "Ask the Camera" Q. and A. series
- 24,000 Buyers of bank stocks
- 92,000 World Travelers, people of taste and means
- 185,000 Contributors to religious causes in 1956
- 86,000 Industrial execs, known mail order buyers
- 21,000 Music lovers, buying all type records through various record clubs
- 200,00 Women and older children, prize drawing contestants
- 35,000 Foreign subscribers to U. S. magazines
- 195,000 1956-57 Northern guests of Florida hotels and motels
- 50,000 Retirees who inquired about buying homes, farm locations, etc., in South.
- 118,000 Staff and Line Management of industrial plants: home add.
- 45,000 1957 Amateur Radio Operators
- 73,000 TWX teleprinter subscribers in foreign countries

WE SPECIALIZE: Foreign names; Investors names; Mail Order buyers and Subscribers names.

➔ **ALBERT**
MAILING LISTS

120 Liberty St., N.Y.C. REctor 2-7573



HAVING
THAT WONDERFUL
TYME*
IS WHAT YOU NEED

A COMPLETE
DIRECT MAIL SERVICE

- Ty-Process Letters • Mailing
- Multigraphing • Research
- Mimeographing • Photo-Offset
- Addressing • Packaging



LETTER SERVICE CORP.
 43 EAST 19th STREET, NEW YORK 3, N. Y.

ADD IMPACT
TO YOUR PROMOTIONS!

FULL
COLOR
CARDS

ALL SIZES...
 printed on
 kromkote stock

THE MOST TERRIFIC PRICES IN THE FIELD!

Quantity	3 1/2 x 5 1/2 Post Cards	5 1/2 x 7 Double Cards	6 x 9 Junior Cards
3,000	\$2.10	115.00	120.00
6,000	75.90	140.00	173.00
12,500	123.05	234.00	335.00

Including 60-Word Advertising Message.
 Larger Size Cards and Quantities on Request.

COMPLETE PHOTOGRAPHIC STUDIO
 15.00 per color shot

SHAW-SHON, INC.

1465 BROADWAY • NEW YORK 36, N. Y.

that the catalog items aren't just pictures on a catalog—they are usually the highlight merchandise for the gift buying season. They have been selected with unusual care. The buyer's on his mettle when he selects the Christmas Catalog item. He faces a severe test. There's no bluffing through a Christmas Catalog. If the item is good, it sells. If it isn't, it's a flop. Actually, the additional merchandising value of the catalog makes it worth while in itself. The buyer knows that he has to put extra effort and care in the selection of these items.

I think one of the by-products of the catalog is the stimulation of the personnel in the store. It creates a spirit that no other single promotion can generate. Everybody is on their toes. The salespeople take pride in the fact that their store can issue such a fine catalog. The buyers are proud of their representation in the book. Even the customers are pleased that their favorite department store can send them such a worth while publication.

Of course, there is also the opportunity that the Christmas Catalog offers for the expansion of charge accounts. The convenience of ordering by catalog makes the opening of a charge account mandatory. Since the gifts go to a number of different addresses, the most desirable way to handle the transaction would be through a charge account.

And there you are . . . \$2,500,000 of increased business for you any year you want to go out and get it! 50,000 of your charge customers have it waiting for you in their pockets and Direct Mail is the way to get it.

Remember, I did NOT state that this increase will show up entirely in mail orders . . . remember the difference between mail order and direct mail. Mail order response is dependent upon too many outside factors. For instance, if your store is easily accessible to your entire customer list—if you have tremendous parking facilities—if you've NEVER made a bid for mail order response before—then, the chances are, your increases will come more from store traffic than from mail order. However, there is no time like the present to pave the way for that wonderful business that requires no salespeople and no floor space — that wonderful mail order business. And there is no better paving material than Direct Mail!

Schooled  **in the ways**
of publicity
and promotion

Chase
Direct Mail Service Corporation

12 EAST 46TH STREET • NEW YORK 17

PHOTO-OFFSET • SKILL • MULTIGRAPH • COOPERATION • MIMEOGRAPH
 ADDRESSING • DEPENDABILITY • COMPLETE MAILING SERVICE
 MAY WE SERVE YOU? **Murray Hill 7-2930**

Under a recent Postal ruling:
 —an envelope larger than 5" x 11½" (letter size) or larger in either dimension carrying Third Class postage may be sealed.
 This means that envelopes 5½" x 7½", 5½" x 8¼", 6" x 9", etc. can be sealed and mailed Third Class provided they can be easily opened for examination and carry the "PULL OPEN FOR INSPECTION" notice.



SEAL 'N REseal Envelopes

Perfect for use under new Post Office Third Class Sealing Regulation

Tension SEAL 'N REseal envelopes are ideal for this type of mailing. A special latex adhesive on flap and body allows instant, safe sealing without moisture. Yet, because the adhesive is of a special formula, the flap can be opened without tearing the envelope and then resealed neatly as before. Your envelopes arrive at their destination exactly as they were mailed—even though they've undergone postal inspection. You can be sure that the effectiveness of your mailing hasn't been harmed by the Post Office Examination.

Here's good news too: Unique, high-speed machinery allows Tension to offer SEAL 'N REseal envelopes at lower prices and in unlimited quantity.

For new, creative envelope ideas,
SEE US AT BOOTHS 23 and 24 • DMAA Convention
 Sept. 11-13, Sheraton Park Hotel, Washington, D. C.

TENSION ENVELOPE CORPORATION
 Campbell at 19th Street Kansas City 8, Missouri

Factories:
 S. Hackensack • St. Louis • Minneapolis • Des Moines • Kansas City • Ft. Worth



Seals without moisture



Opens without tearing



Reseals neatly, securely

The same machinery used for making SEAL 'N REseal also turns out famous Tension Touch 'n Seal envelopes. Using a somewhat different latex adhesive formula, these seal without moisture and *stay sealed*. They're ideal for bulky, flat mailing and for packaging. New, lower prices are now in effect on Tension Touch 'n Seal envelopes, too. Contact your nearest Tension representative for samples and quotations. Or, use coupon below to obtain complete information. No obligation, of course.

MAIL COUPON FOR FULL FACTS

333

Tension Envelope Corporation
 Campbell at 19th Street • Kansas City 8, Missouri

Please send me samples and new price information on items checked:

- ☐ Tension SEAL 'N REseal envelopes
☐ Tension Touch 'n Seal envelopes

Name _____

Company _____

Address _____

City _____ State _____

New two-color ad cards for more profitable direct mail

Get FREE SAMPLES of "LONGIES"

These new 4 x 10 inch ad cards will give you more effective mailers for less money. Use as self-mailer or trim slightly to fit your No. 10 envelopes. You imprint your message by letterpress, offset, multigraph or mimeograph. Choose from 40 different designs—announcers, town criers, moving, change of phone number, vacation closing, etc.—in five different two-color combinations. This ad is a miniature of Longie card No. L-170. Write for your free samples and prices today.

Harry Volk Jr. Art Studio, Pleasantville 24, New Jersey



ANNOUNCING!

the opening of our new suburban production plant



featuring
EMBASSADOR™
AUTOMATICALLY
TYPEWRITTEN LETTERS

produced in one of the largest most modern installations in the U. S.



call for a free estimate
EMBASSADOR
LETTER
SERVICE CO.

2050 BELLMORE AVE., BELLMORE, N. Y. Castle 1-3300
11 STONE ST., NEW YORK 4 Bowling Green 9-8667

Z & L

MAILING
LIST
COMPILERS

ZELLER & LETICA, INC.
15 East 26 Street
New York 10, N.Y.
MU 5-6278

BOOKLET
and
CATALOG
Send For
Samples
and
Price List

ENVELOPES

Ungummed - Open End
Printed 2 Colors
9x12 — \$7.75 M

40 lb. Brown Kraft-10m-Min
Other sizes from 5 x 7 1/2 —
White and Brown — Let us
quote on your specifications —
you'll be surprised!

CARDINAL ENVELOPE MFG. CO.

29 Oak Street - Hackensack, N. J. MU 9-2232

An Ad Agency that loves **DIRECT MAIL**
Many agencies don't want to "monkey" with
MAILVERTISING. (Some don't have the know-
how!). Direct Mail is no stepchild here! We co-
ordinate space advertising with it.

"That Yellow Bott"™

Leo P. Bott, Jr., 64 E. Jackson, Chicago

TICKLE THEIR EGO!

Personalize your advertising with Cal-
Ad-Pads. Your "daily billboard" on the
buyer's desk for 1c per day. Write for
details and samples.

SATIRE, INC.

Personalized Direct Mail

734 No. Brand Blvd., Glendale 3, Calif.

ORIGINAL
ART

artists inc

Add Sparkle to your adver-
tising with top quality origi-
nal art. Use monograms,
hand-lettering and drawings
in letterheads, catalogs, la-
bels and packages for pro-
duct recognition and pre-
stige. Send sketch or ideas
for return mail quotation.
5400 S. Greenwood Ave.
Chicago 15, Ill.

A PHILOSOPHIZING NEWSLETTER

We recently became acquainted with an unusual newsletter which has been published once a month for a full ten years. It is written by Carter D. Poland, president of Poland Soap Works (makers of abrasive cleansers and washing powders), Anniston, Ala. It's just a single 8 1/2" x 11" sheet, mimeographed two sides and folded as a self-mailer.

The first sample we received was for June 1957. On one side was a Mark Twainish account of a trip through the Evangeline Country. He tells how some of the fables got started; many interesting details, such as "Longfellow, who wrote Evangeline, never set foot in either Louisiana or Nova Scotia."

The other side of the sheet is devoted to the philosophy of advertising and selling . . . with brief items about Poland products. We liked these examples of Mr. Poland's thinking:

THERE'S NO RULE FOR PRONUNCIATION OF PROPER NAMES but there are principles for accent on words. There can be no emphasis when everything is emphasized. Remember that next time you hear advertising spiels. Two negatives make a positive but too many positives sound like lies.

MANY SUPERLATIVES IN ADS ARE FALSE but without them some admen would be as strutless and impotent as a male peacock without tail feathers.

I NEVER HAVE A HEADACHE. BUT I AM SURE I WOULD GET ONE, if I tried to figure out the best remedy, based on radio and TV spiels about cures.

MANY CLEANSER SELLING SPIELS AND ADVERTISEMENTS SHOULD CONFUSE YOU. Some manufacturers make several cleansers, for the same purposes, and claim that each one is the best of all. How can each one be the best?

OUR CUSTOMERS KNOW JUST HOW GOOD OUR CLEANSERS ARE. Many of them tell us that we are much too modest in saying exactly how good these are. I take definitions of the words I use from the dictionary, not from imagination, nor wishes. **EXTRA** means "Something in addition, to what is due, expected, or usual." **SPECIAL** means, "Of an unusual quality." **LIVELY** means "Full of life, suggests especially briskness or energy."

In a letter Mr. Poland wrote to Paul Bringe, he said in part: "In addition to these bulletins being the best advertising we have ever done, the attention and study necessary to write them is a delightful stimulant."

We think it's a delightful stimulant to read such a homespun but intelligent newsletter.

Rates \$1.35 per line 85¢ Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.
POLLARD-ALLING—3 line proofed and linked \$25.00 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ELLIOTT—Blank Fiber Plates 2x4½ \$16.00 M . . . 3 Line Plates cut \$35.00 M, includes plate . . . postpaid if check accompanies order—money back guarantee . . . offset plates, supplies & equipment—15% Discount off List Prices. Write for more info.

Dico Sales
Box 256, E. Weymouth, Mass.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. **Martin Advertising Agency**, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

COPY WRITING

Versatile free lance selling everything from perfume to Private Eyes. Sales Letters, ad copy, radio, TV, ghost writing. **Tom A. Foley**, 2222 Olive, St. Louis, Mo.

DIRECT MAIL EQUIPMENT

Rebuilt & Guaranteed Addressograph-Speed-aumat-Elliott Addressing Machines. Graphotypes-Cabinets-Trays-Plates-Frames. Mimeographs-Multiliths-Postage Meters-Tyers-etc. Surplus Equipment.

James Eckstein
326 B'way N. Y. 7, N. Y. HANover 2-6700

EQUIPMENT FOR SALE

"Scriptomatic model 201. Original cost \$13,000.00 Used one month. Can be modified to address from any master card to any type mailing material ranging in size from 2x3 to 9x15. Inspection by appointment. D.C. Tuberculosis Assoc., 1601-18th St., NW, Washington, DC."

INSERTING MACHINE WANTED

Used mail inserting machine required in good condition. Preferably recent model Pitney Bowes. Address all information re: type, make, age, condition, number of stations, and speed, to: National Direct Mail Corporation, 130 Bates Road, Montreal, Quebec, Canada.

MEN'S SLACKS M'FR.

Low cost producer, in business over 50 years, has exclusive new fabrics and tailoring features. Seeking connection with Direct Mail Organization. You pay only if slacks are sold. We will ship your orders from our stock. Reply The Reporter, Box No. 81.

MAILING LISTS

FREE MAILING LISTS
OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE

ELECTRONIC SELECTED CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

Europe, Africa, Middle East

British Mail Consultants can furnish tested, successful names & addresses in many territories. Information, surveys, complete mail promotion service. **TIM GREY & ASSOCIATES**, 12H Observatory Gardens, London W. 8, England.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. **Rodale Press**, Emmaus, Pa.

TECHNICAL ILLUSTRATOR

Parts Catalogs and Service Manuals

Competent staff of three artists and photographer capable and experienced in illustrating and the mechanics of parts catalogs. Line, dry brush and photo retouched drawings of schematic and perspective views taken from either blueprints, actual parts or sketches. Inquiries invited from art and advertising agencies or direct with consumer.

KENERSON DESIGN STUDIO

P. O. BOX 224 BARRE, VERMONT

WANTED

Distributors. Patented \$2.98 stationery necessity. 200% PROFIT. No investment. We drop-ship. **LEVINE'S**, 15-R Boulevard Station, N. Y. 59

2,600 Speedaumat addressing machine, with or without automatic feed. Write giving serial number, age, condition and price.

Print-A-Line Company
63 So. 13th St.
Minneapolis, Minnesota

"Mail order items wanted, moderate priced. Seidman, 8248 Temple Rd., Phila., 30, Pa."

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or **Tobe's**, St. Catharines, Ontario

EXCEPTIONAL BUSINESS OPPORTUNITY

World's largest Temporary Help Service will franchise local offices to be run in conjunction with your lettershop operation

National advertising and publicity has established "ready-made" customers for you. Every business firm needs this valuable service.

Cities 100,000 and under still available.

Write background and personal details to:

Franchise Director
MANPOWER, INC.
820 N. Plankinton Ave.
Milwaukee, Wisconsin

VISUAL AIDS

3-D FOLDING VIEWER with transparency rich color shows up to 10 stereos on a single sliding filmstrip. Mails flat. Foolproof. Needs no adjusting. Sharp, brilliant images. Better than 10,000 words. Consistently high returns. 25c per set. **ALSO AVAILABLE:** folding viewers for single frame filmstrip; for 2x2 and for 3-D slides. Slides duplicated with top color fidelity. **STEREO-MAGNISCOPE Inc.**, box 228, Jackson Hts., N.Y.

FOR SALE

2 model 1950 Addressographs, complete with lists. Excel. cond. **HARRY J. ABRAMS**, 124 L St. N.E. Wash. 2, D.C.

MAILING SUPPLIES

CARBOFF . . . 3 x 5 Index Cards for making copies of mailing lists . . . while addressing envelopes or letter. Self-copying, carbonless—\$1.70 per 1,000 f.o.b. Rochester, N. Y. Also **CARBOFF** self-copying papers. Samples and prices on request.

Waxon-Carboff, Inc.
8 Commercial St.
Rochester 14, N. Y.

TYPE FOR OFFSET

Save with **FOTO-FONTS**. Unit cost per font—now only 15¢! Easy to set and align—sharp reproduction. Free samples and details. **A. A. Archbold**, Publisher, Box 20740-K, Los Angeles 6, Calif.

SITUATION WANTED

Executive—Nine years experience list compilation, usage, maintenance, thoroughly trained, all phases of direct mail production, methods, planning. Presently employed as production manager.

The Reporter—Box #91

HELP WANTED

DIRECT MAIL PROMOTION MANAGER for small lettershop, 12 miles from Boston. Proven ability to schedule, produce and handle all details of lettershop work. Write Reporter. Box #92.

SALES MANAGER HARDWARE

Manufacturer of well-known, top-quality hand tools needs experienced, aggressive, self-starter to direct sales. Working knowledge of direct mail advertising a must. Write in detail, giving experience and salary requirements. Box #93.

Direct Mail directory

LISTINGS ONE LINE PER ISSUE, \$18.00
PER YEAR. UNDER SPECIAL HEADINGS,
\$24.00 PER YEAR.

ADDRESSING

Address-O-Rite Stencil & Mach. Co., Inc. 64 W. 23 St., N.Y.C. 10 (OR 5-3210)
Creative Mailing Service, Inc. 400 N. Main, Freeport, N.Y. (FR 2-2431)
Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3900)
Busser Typing & Mail Serv. 79-01 Queens Bl., Woodside 77, N.Y. (NE 9-7300)

ADDRESSING MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N.Y. 7, N.Y. (HA 2-6700)
Approved Business Machines Co., 19 Hudson St., New York 12, N.Y. (CA 6-6233)
Elliott Addr. Machine Co. 153A Albany St., Cambridge 39, Mass. (TR 6-2020)
Mailers' Equipment Co. 40 W. 13th St., N.Y. 11, N.Y. (CH 3-3442)

ADDRESSING — TRADE

Addressing Unlimited Flushing, New York (HI 5-3191)
Belmar Typing Service, 91-71 111th St., Richmond Hill 5, N.Y. (VI 6-5222)
Busser Typing & Mail Serv. 79-01 Queens Bl., Woodside 77, N.Y. (NE 9-7500)

ADVERTISING ART

A. A. Archbold Publisher, P. O. Box 20740, Los Angeles, 6, Calif. (RI 9-0488)
Artists, Inc. 5400 S. Greenwood Avenue, Chicago 15, Illinois
Multi Ad Services 100 Walnut Street, Peoria, Illinois
Harry Volk Jr. Art Studio 1401 N. Main St., Pleasantville, N.J. (PL 4620)

ADVERTISING BOOK MATCHES

Match Corp. of America 3432-33 49th Pl., Chl. 22, Ill. (VI 7-2244)

ADVERTISING SPECIALTIES

Chicago Advertising Specialties Co. 5754 W. Irving Park Rd., Chl. 24, Ill. (AV 3-4122)
Gottler-Montagne, Inc. Glyndon, Maryland (REIsertown 842)
Jerry Hawk Advertising Specialties 1515 N. Cleveland Ave., Canton 3, Ohio. (GL 6-4541)

ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION
Troy M. Rodlum, T. & D. Rodlum, 1632 M St., N.W., Wash. 6, D.C. (RE 7-3433)

AUTOMATIC MACHINE-ADDRESSING SERVICE

Charlotte Letter Writing Co., Inc. 101 Wilder Bldg., Charlotte, N.C. (FR 6-3550)
Merit Mailers 28 Sterling Street, East Orange, N.J. (OR 2-3900)

AUTOMATIC TYPEWRITING

Great Neck Letter Service 2 Hilda Lane, Great Neck, N.Y. (GR 2-8843)
Westbury Letter Service 2901 Wellington Court, Westbury, N.Y. (ED 4-2383)

BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co. 44 W. 23, N.Y.C. 1 (MU 9-8345)
Postal Review Associates Battle Creek, Michigan
Reporter of Direct Mail 224 7th, Garden City, N.Y.
Cordially Yours \$5.00
How to Get The Right Start in Direct Advertising 1.00
How to Think About Direct Mail 1.00
How to Think About Letters 1.00
How to Think About Readership 1.00
How Direct Mail Solves Management Problems 1.00
How to Think About Showmanship in Direct Mail 1.00
How to Think About Mail Order 1.00
How to Think About Production and Mailing 1.00
The Plain Jane of Direct Mail50
How to Think About Industrial Direct Mail 3.00

BUSINESS FORMS

Alfred Allen Watts Company, Inc. Allwood P. O., Clinton, New Jersey
CALENDARS, ART AND BUSINESS
Gottler-Montagne, Inc. Glyndon, Maryland (REIsertown 842)

CATALOG PLANNING

Catalog Planning Co. 101 W. 55th St., N.Y. 19, N.Y. (PL 7-1967)

CHRISTMAS STATIONERY

The Newborn Company 207 W. Main St., Arlington, Texas (AR 5-2207)

COPYWRITERS (Free Lance)

Glenn L. Anderson 442 Haseltine Ave., Van Nuys, California (ST 6-5537)
Law P. Hunt Jr. 84 E. Jackson Blvd., Chl. 4, Ill. (HA 7-9187)
Tom & Foley 2222 Olive Street, St. Louis, Mo. (CI 1-2915)
Oswald B. Reed 100 N. State St., Howell, Mich. (Tel. 62)
Alfred Stern c/o D&D Room 212, 147 W. 42nd St., N.Y. 36, N.Y. (BR 9-8360)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc. 801 Madison Ave., N.Y. C. 22, (PL 1-0212)
Homer J. Buckley 108 N. State St., Chl. 2, Ill. (ST 2-5326)
The Buckley Organization Phila. National Bank Bldg., Phila. 7, Pa.
Chase Direct Mail Service Corp. 12 E. 46th St., New York 17, N.Y. (MU 7-2930)
James Connell & Assoc. 606 Mill Bldg., Wash. 6, D.C. (ST 3-1732)
Dickie-Raymond, Inc. 470 Atlantic Ave., Boston 10, Mass. (HA 6-3360)
Dickie-Raymond, Inc. 225 Park Ave., N.Y. 17, N.Y. (MU 4-3610)
Direct Advertising Associates, 21 East 40th Street, New York 1, N.Y. (OR 9-0528)
Direct Mail Service, Inc. 175 Luckie St., N.W., Atlanta 3, Ga. (JA 3-3390)
Duffy & Assoc., Inc. 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7832)
General Office Service, Inc. 327 6 St., N.W., Washington 1, D.C. (NA 8-5348)
Graphic Service Talbot Building, Dayton 2, Ohio (RE 4-133)
Harrison Service Inc. 210 East 50th Street, New York 22, N.Y. (PL 1-2820)
Hickey-Murphy Div. of James Gray, Inc. 216 E. 45th St., N.Y. C. 17 (MU 2-9800)
John M. Lord & Co. 11 Beacon St., Boston 8, Mass. (LA 3-6343)
Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3900)
R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)
Reps-O Products Co. Central Park W., N.Y. 25, N.Y. (CI 5-8118)
Response-Letter 411 S. Sangamon St., Chicago 7, Ill. (MO 6-0878)
Reverend Letter 509 Fifth Avenue, New York 36, N.Y. (MU 7-4359)
Richardson-Shaw Inc. 18555 W. McNichols Rd., Detroit 35, Mich. (BR 3-3955)
The Rylander Co. 216 W. Jackson Blvd., Chicago 11, Ill. (RA 6-4760)
Maxwell Sackheim & Co., Inc. 345 Madison Ave., N.Y. 22, N.Y. (PL 1-8151)

Sales Letters, Inc. 133 W. 23rd St., N.Y. C. (WA 9-2680)
Sande Rocks & Co., Inc. 91 7th Ave., N.Y. C. 11 (WA 4-1351)
J. B. Sands & Company 16 Brighton Ave., Boston 24, Mass. (ST 2-8947)
The Smith Company 87 Beale St., San Francisco, Calif. (SU 1-4344)
Lloyd F. Wood Associates 1840 Wisc. Ave., S.W., Wash. 7, D.C. (CO 5-0842)

DIRECT MAIL CONSULTANTS

James Connell & Assoc. 606 Mill Bldg., Wash. 6, D.C. (ST 3-1732)
Lawrence Lewis & Assoc. 175 5th Ave., N.Y. 19, N.Y. (OR 7-8888)
Peter L. Shugart 2300 W. Pico Blvd., L. A. 6, Calif. (DU 5-1421)
William E. Smith 28 Devon Road, Darton, Conn. (DA 3-4457)

DIRECT MAIL EQUIPMENT

Auto-Typist 323 N. Pulaski St., Chicago 29, Ill. (EV 5131)
B. H. Dunn Co. 7003 S. Vincennes Ave., Chicago 20, Ill. (HU 3-1453)
Chester Mailing Machines Inc. 1644 N. Huron St., Chicago 22, Illinois
Feline Tring Machine Co. 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7111)
Friden Calculating Machine Co., Inc. 2550 Washington Avenue, San Leandro, Calif.
National Bundle Tye Co. Blaisfield, Michigan (BL 1-)
Pitney-Bowes, Inc. Stamford, Conn. (FI 8-2621)
Scriptomatic, Inc. 310 N. 11th St., Phila. 7, Pa. (WA 2-4213)
Seal-O-Matic Machine Mfg. Co. 145 Hudson St., N.Y.C. (WA 5-0606)

DIRECT MAIL PRE-TESTING — 4 COLOR PROCESS

Encore Color Process 52 East 19th St., N.Y. 5, N.Y. (AL 4-3502)

ELLIOTT STENCIL CUTTING

Allee Business Service, Inc. 32-15 33rd St., Long Island City 6, N.Y. (AS 8-4302)
Clear Cut Duplicating Co. 149 Broadway, N.Y. 6, N.Y. (CO 7-2847)
Creative Mailing Service 400 N. Main St., Freeport, N.Y. (FR 8-4840)

ENVELOPES

The American Paper Products Co. East Liverpool, Ohio (FU 5-4240)
Atlanta Envelope Co. P. O. Box 1287, Atlanta 1, Ga. (TR 6-3600)
Berlin & Jones Co., Inc. 601 W. 26th St., N.Y. C. 1 (WA 4-1400)
Garden City Envelope Co. 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-5800)
Colortone 2412 17th St., N.W., Washington, D.C.
Samuel Cupples Envelope Co. 368 Furman St., Brooklyn 2, N.Y. (TR 5-8274)
Cupples-Hesse Corp. 1483 Kensington Way, Des Moines 14, Iowa (AT 8-5737)
Cupples-Hesse Corp. 3653 Michigan Ave., Detroit 16, Mich. (TA 6-2300)
Cupples-Hesse Corp. 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1900 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 5-1221)
Detroit Tuller Envelope Co. 2139 Howard St., Detroit 16, Mich. (TA 3-2700)
Garden City Envelope Co. 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-5800)
Gaw-O'Hara Envelope Co. 500 N. Sacramento Blvd., Chl. 12, Ill. (NE 8-1200)
The Gray Envelope Mfg. Co. 35 33rd St., Brooklyn 32, N.Y. (ST 8-2900)
Heco Envelope Co. 4500 Cortland St., Chl. 30, Ill. (CA 7-2400)
Quality Park Envelope Company 2520 Como Ave., St. Paul 1, Minnesota
Rochester Envelope Co. 72 Clarissa St., Rochester 14, N.Y. (HA 2401)
The Standard Envelope Co. 1006 E. 20th St., Cleveland 14, O. (PR 1-3900)
Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-8092)
Tension Envelope Corp. 522 Fifth Ave., N.Y. 38, N.Y. (MU 2-4641)
Transo Envelope Co. 3542 N. Kimball Ave., Chicago 18, Ill. (FR 8-6911)
Transo Envelope Co. 22 Monitor St., Jersey City 2, N.J. (JE 4-1521)
United States Envelope Co. Springfield, Mass. (RE 6-7211)
United States Envelope Co. 217 Broadway, N.Y. N.Y. (RA 7-5780)
Wolf Detroit Envelope Co. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1900 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 5-1221)
Du-Plex Envelope Corp. 3026 Franklin Blvd., Chl. 12, Ill. (NE 8-1200)
Garden City Envelope Co. 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-5800)
Heco Envelope Co. 4500 Cortland St., Chl. 30, Ill. (CA 7-2400)
The Sawdon Company, Inc. 400 Lexington Ave., N.Y. 17, N.Y. (PL 5-2516)
Tension Envelope Co. 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-8092)
The Wolf Envelope Co. 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8071)

FOREIGN MAILINGS

Sande Rocks & Co., Inc. 91 7th Ave., N.Y. C. 11 (WA 4-1351)
Henry Wabel & Associates Thornycroft, Scarsdale, N.Y.

IMPRINTERS — SALES LITERATURE

Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3900)

INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service 829 Newark Ave., Elizabeth, N.J. (EL 4-3887)
Bonded-Nationwide 753 4th Ave., Brooklyn 32, N.Y. (80 8-4819)
Coupon Service Corp. 37 East 18th St., N.Y. 3, N.Y. (OR 2-8160)
Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 3-2300)
Mailings Incorporated 55 West 13th St., New York 11, N.Y. (WA 9-5188)
Mailmen Incorporated 37 Cottage Row, Glen Cove, N.Y. (OR 9-9480)
West. Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Calif. (GA 1-8300)

INVISIBLE INK LETTERS & POST CARDS

Sande Rocks Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1351)

LABEL PASTERS

Potdevin Machine Co. 281 North St., Teterboro, N.J. (HA 8-1941)

LABELS

Denison Mfg. Co. Framingham, Mass. (TR 3-3511)
Allen Hollander Co., Inc. 383 Gerard Avenue, New York (MO 5-1818)
M. E. Moss & Co. 119 Ann Street, Hartford 3, Conn. (JA 2-6505)
Penny Label Co. 9 Murray St., N.Y. 7, N.Y. (RA 7-7771)
Tompkins Label Service, Frankford and Allegheny Aves., Phila. 34, Pa. (RE 8-6878)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2160)
Robert Straub & Co. 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1881)

LETTERHEADS

Brunner, Inc., Printers-Lithographers, 1616 Jefferson Ave., Memphis, Tenn. (BR 2355)
Woodbury & Co., Inc. Chadwick Square, Worcester 2, Mass. (PL 4-1721)

LETTERS

Responda-Letter 411 E. Sangamon St., Chicago 7, Ill. (MO 6-9878)
Responda-Letter 550 Fifth Avenue, New York 26, N. Y. (MU 7-6339)

LIST FULFILLMENT SERVICE

American Press 200 S. 7th, Columbus, Mo. (GI 3-9731)

MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN
Valco Reproduction & Mailing Service, Inc. 1715 5 Ave. Z. (SH 3-5235)

CHICAGO
Lodgite & Co., Inc. 320 N. Dearborn St. (10) (BU 7-1722)
Repsco Letter Service 29 So. Wabash Ave. (3) (CE 6-4036)

CLEVELAND
Cleveland Letter Serv., Inc. 749 W. Superior, (13) (BU 1-8300)
Robert Silverman, Inc. 1270 Ontario Street, Cleveland 3, Ohio (CH 1-6575)

DETROIT
Advertising Distributors of America, Inc. 834 Bagley Avenue
Advertising Letter Service 2930 Jefferson East, (7) (LO 7-9535)
Curtis & Burgis 9th Floor-Marquette Bldg. (26) (WO 3-8548)

EAST ORANGE, NEW JERSEY
E. L. Polk & Co. 421 Howard St. (31) (WO 1-9479)
Merit Mailers 26 Sterling Street (OR 2-3900)

HOUSTON
Automatic Mailing Service 829 Newark Ave., Elizabeth, N. J. (EL 4-2887)
Premier Printing & Letter Serv. 629 Texas Ave., (2) (CA 7-4145)

LOS ANGELES
Krupp's Adv. Mailing Serv. 2390 W. Pico Blvd. (6) (DU 5-5421)

MARION, OHIO
Fulfillment Corp. of America 381 W. Center St. (Tel: 2-1187)

MILWAUKEE
The Car Corporation 1319 North Third St., Milwaukee 12, Wis. (BB 6-4246)

MONTREAL, CANADA
Commercial Letter & Litho Inc. 330 St. James St. West (AY 8-0297)

NEWARK, NEW JERSEY
Automatic Mailing Service Inc. 560 Belmont Ave., (5) (TA 4-0801)

NEW YORK CITY
Advertisers Mailing Serv., Inc. 45 W. 18th St. (AL 5-4500)
Ambassador Letter Serv. Co. 11 Stone St., (4) (BO 6-6687)

PHILADELPHIA
Cardinal Direct Mail Corp. 2 Broadway, (4) (WE 4-8222)
Century Letter Co., Inc. 48 E. 21st St., (19) (AL 4-8390)

PITTSBURGH
Chase Direct Mail Service Corp. 13 E. 46th St., New York 17, N. Y. (MU 7-2300)
Mailings Incorporated 55 West 38th St., New York 18, N. Y. (MU 8-5188)

ROCHESTER
Mary Ellen Clark 250 Park Ave., (17) (YU 4-1835)
Coupon Service Corp. 87 East 18th St. (OR 2-8160)

SAN FRANCISCO
Elite Letter Co., Inc. 11 W. 32nd St. (1) (PE 6-1462)
The St. John Assoc. 75 W. 45th St. (38) (JU 3-3244)

WESTFIELD, NEW JERSEY
Tyne Letter Serv. Corp. 43 East 19th St. (3) (AL 4-0174)

WOODSTOCK, NEW YORK
Connell Organization, Inc. 1010 Arch St., (7) (MA 7-6133)
Woodington Mail Advertising Serv. 1394 Arch St., (7) (RI 6-1840)

YONKERS, NEW YORK
Advertisers Associates Inc. 1827 Penn Ave., (22) (AT 1-6144)

YONKERS, NEW YORK
Ayer & Streib 15 South Ave., (4) BA 5-6340)

YONKERS, NEW YORK
The Letter Shop 67 Beale St. (SU 1-0564)

YONKERS, NEW YORK
Westfield, New Jersey
Union County Business Bureau 7 Elm St. (WE 2-8393)

YONKERS, NEW YORK
Ekspedisjonsentralen A. S. Raadhusgaten 8

MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
Barbara H. Boynton & Staff 444 Market St., San Francisco 11, Cal. (YU 6-2378)

GEORGETOWN, DELAWARE
George Bryant & Staff 71 Grand Avenue, Georgetown, N. J. (LO 7-3200)
George Bryant & Staff 322 East 7th Street, Los Angeles 14, Calif. (YA 9468)

THE COOLIDGE CO.
The Coolidge Co. 125 East 23rd St., N. Y. C. 10 (AL 4-8870)
Dependable Mailing Lists Inc. 351 4th Ave., N. Y. C. 10 (MU 4-4991)

WALTER DREY, INC.
Walter Drey, Inc. 333 N. Michigan Ave., Chicago 10, Ill. (PI 4-4180)
Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)

DUNHILL INT'L LIST CO., INC.
Dunhill Int'l List Co., Inc. 55 East Washington St., Chicago 2, Ill. (DE 2-6380)
Gould Co. 160 Euclid St., Englewood, N. J. (BR 9-0461)

LEWIS KIELD CO.
Lewis Kield Co. 25 West 45th St., New York 36, N. Y. (DE 2-6830)
Willa Madden, Inc. 215 4th Ave., N. Y. 2, N. Y. (SP 7-7460)

MOSELY MAIL ORDER LIST SERV.
Mosely Mail Order List Serv. 38 Newbury St., Boston 18, Mass. (CO 6-3380)
Names Unlimited, Inc. 332 Fourth Avenue, New York 16, N. Y. (MU 6-2454)

D. L. NAWICK CO.
D. L. Nawick Co. 130 W. 52nd Street, New York 19, New York (CO 5-8616)
People in Places, Inc. 167 East 33rd St., N. Y. 10, N. Y. (LE 2-3956)

WILLIAM M. PROFIT ASSOCIATES
William M. Profit Associates 585 Main St., East Orange, N. J. (OR 3-3233)
Bookam Advertising 1490 Grand, Kansas City 6, Mo. (HA 1-6469)

SANFORD EVANS & CO., LTD.
Sanford Evans & Co., Ltd. 156 Lombard Ave., Winnipeg 2, Manitoba, Can. (92-2151)
William Stroth, Jr. 568-570 54th St., West New York, N.J. (UN 4-8800)

JAMES E. TRUE ASSOC.
James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-0650)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OF COMPILERS & OWNERS

Direct Mail Users 18,500 (Reporter of DM)

Dog Owners List over 2,000,000 (Western Empire)

Fund Raising Lists (Wm. M. Profit Associates)

New Car Buyers (Gile Letter Service)

Pet Shops, 6000 Pet supply jobbers, 150 Cat breeders, 6M (All Pets)

Public Relation & Promotion Lists (Wm. M. Profit Associates)

MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply 1208 Jericho Tpk., New Hyde Park, N.Y. (FI 3-4702)

Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (RE 2-7373)

Allison Mailing Lists Corp. 886 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)

All-Pets Magazine, Inc. P. O. Box 151, Fond Du Lac, Wisconsin (WA 2-6080)

Associated Advertising Serv. 613 Willow St., Port Huron, Mich. (YU 5-7772)

Bodine's of Baltimore 501 E. Preston St., Baltimore 2, Md. (VE 7-0400)

Bookbureau Lists 651 Broadway, N. Y. 19, N. Y. (BR 9-0461)

Boy's City Dispatch, Inc. 220 E. 23rd St., N. Y. 10, N. Y. (OR 3-3250)

Buckley-Demosa 355 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3882)

Catholic Latté Bureau 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)

Creative Mailing Service 440 N. Main St., Freeport, N. Y. (FR 9-4830)

Walter Drey, Inc. 333 N. Michigan Ave., Chl. 1 Ill. (FI 6-4180)

Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)

Dunhill International List Co., Inc. 55 East Washington St., Chicago 2, Ill. (DE 2-6380)

Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 2-7390)

El-Kogus Webster, Mass. (WE 2780)

E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)

Gile Research 483 Book Tower, Detroit 28, Michigan (WO 1-2853)

Gile Letter Service 723 Third Avenue South, Minneapolis 2, Minn. (FE 3-3471)

Fritz S. Hofheimer 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6490)

Industrial List Bureau Webster, Mass. (WE 2780)

Jewish Statistical Bureau 320 Broadway, New York 7, N. Y. (BE 3-4239)

Mailing Service, Inc. N.E. Corner 49th & Ludlow Streets, Philadelphia 4, Pa. (EV 6-4214)

Mailmen Incorporated 37 Cottage Row, Glen Cove, N. Y. (OR 6-0460)

Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)

Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3900)

Official Catholic Directory 12 Barclay St., N. Y. 6, N. Y. (BA 7-2000)

Palmer Lists 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)

Paramount Mailing Lists 77-14 138th St., Flushing 67, N. Y. (JA 8-8478)

R. L. Rashmir 481 Howard St., Detroit 21, Mich. (WO 1-9479)

S. S. Panton, Inc. 44 Honock St., Englewood, N. J. (EN 4-5200)

Precision Equipment Co. 3716 Milwaukee Ave., Chicago 41, Ill. (AV 3-3335)

William M. Profit Associates 585 Main St., East Orange, N. J. (OR 3-3233)

R. L. Rashmir 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-3169)

Reporter of Direct Mail Ad. 234 7th St., Garden City, N. Y. (PI 8-1837)

Research Projects, Inc. 55 West 13th St., New York, N. Y. (JU 2-0830)

The Speed Address Co. 48-01 42nd St., Long Island City 4, N. Y. (ET 4-5922)

William Stroth, Jr. 568-570 54th St., West New York, N. J. (UN 4-8800)

W. E. Watson Corp. 23 Hanse Ave., Freeport, N. Y. (FR 9-8312)

Zeller and Letica, Inc. 15 East 20th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER AGENCIES

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (ST 3-1738)

MAIL ORDER CONSULTANT

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

Herbert L. Kellner & Associates, 431 S. Wabash Ave., Chicago 3, Ill. (HA 7-4144)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0692)

MATCHED STATIONERY

Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)

MERCHANDISE FOR DIRECT MAIL

Sloan-Ashland Div. Elac. Eng. Prod. Midco, Mart, Chicago 56, Ill. (DE 7-9717)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 226 Broadway, N. Y. 7, N. Y. (HA 3-6700)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 S. Wells Street, Chicago 6, Ill. (ST 7800)

Mack Type Co., Inc. 35 Fulton St., N. Y. 7, N. Y. (RE 3-1487)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc. 834 Bagley Ave., Detroit 36, Mich. (ME 3-2446)

Merit Mailers 26 Sterling St., East Orange, N. J. (OR 2-3900)

West. Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Cal. (JA 8-8500)

PACKAGING

Coupon Service Corp. 57 East 18th St., N. Y. 8, N. Y. (OR 2-8160)

Merit Mailers 26 Sterling St., East Orange, N. J. (OR 2-3900)

PAPER MANUFACTURERS

American Writing Paper Corp. Holyoke, Mass. (HA 3-6700)

Appleton Coated Paper Co. 1230 N. Meade St., Appleton, Wis. (AI 4-544)

Byron Weston Company Dalton, Mass. (DA 1-0000)

Curtis Paper Company Bangor, Maine (Tel: 8231)

Eastern Corporation Bangor, Maine (Tel: 8231)

Fraser Paper, Limited Lexington Ave., N. Y. 17, N. Y. (LE 2-0580)

G. C. Hamilton & Sons Milford, Pa. (IV 3-1600)

Hammermill Paper Co. Erie, Pa. (Tel: 4-7101)

Howard Paper Mills, Inc. Holman Bldg., Dayton 2, Ohio (MU 2-7560)

International Paper Co. 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7560)

Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-3311)

Mead Papers, Inc. 118 West First Street, Dayton 2, Ohio (MU 2-7560)

Mohawk Paper Company Cohoes, N. Y. (CO 5-8616)

Neenah Paper Co. Neenah, Wis. (Tel: 2-1521)

Neenah-Edwards Paper Co. Port Edwards, Wis. (Tel: 3-1111)

Peninsular Paper Co. Ypsilanti, Mich. (HU 3-2800)

Rex Paper Co. Kalamazoo 99, Mich. (Tel: 2-0151)

Rising Paper Co. Housatonic, Mass. (Ho 47)

The Borg Paper Company Middletown, Ohio (MU 2-7560)

Wausau Paper Mills Co. 111 W. Washington, Chicago, Ill. (FI 6-4786)

PERSONALIZED GIANT GRAMS

Sande Roche & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-8385)

PHOTOGRAPHERS

JJK Copy Art. 165 West 46th Street, New York 19, N. Y. (PL 7-0233)

POST CARDS

Encore Litho, Inc. 52 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

Plasticchrome-r. by Colourpicture Pullishers

390 Newbury St., Boston 15, Mass. (CO 7-7500)

PRINTING

Neo Printing Co., Inc. 92 Ives Lane, Hackensack, N. J. (HU 9-5050)

PRINTING - OFFSET LITHOGRAPHY

Encore Litho, Inc. 52 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

Largene Press, Inc. 124 White Street, New York 13, N. Y. (WA 5-7225)

Sande Roche & Co., Inc. 91 7th Ave., N. Y. C. 11 (WA 4-1551)

PRINTERS - LETTERPRESS & LITHOGRAPHY

Merit Mailers 26 Sterling Street, East Orange, N. Y. (OR 2-3900)

Paradise Printers Paradise, Pa. (OV 7-8200)

SALES PROMOTION COUNSEL

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (ST 3-1738)

SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PL 2-4806)

SIGNS - PRESENTATIONS

Stewart Signs P. O. Box 901, Newark 1, New Jersey

SUBSCRIPTION FULFILLMENT SERVICE

Fulfillment Corp. of America, 381 W. Center St., Marion 0, (Tel: 2-1187)

Globe Fulfillment Corporation 140 W. 23rd St., N. Y. C. 11 (OR 2-3900)

Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3900)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 9900 Clinton Rd., Cleveland 9, O. (AT 1-4122)

The Henry F. Heinrichs Publications, The House of Sunshine, Litchfield, Ill. (296)

TRADE ASSOCIATIONS

Direct Mail Advertising Assn. 3 E. 57th St., N. Y. C. 23 (MU 8-7388)

MARA International 18120 James Goussens, Detroit 85, Mich. (UN 4-9545)

Nat'l Council of Mail. List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0618)

TYPOGRAPHERS

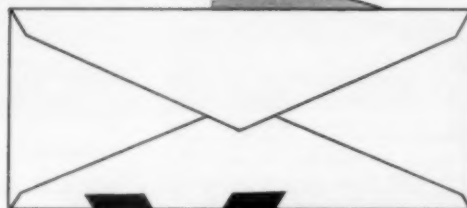
Rapid Typographers, Inc. 305 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

VISUAL PRESENTATIONS

Direct Advertising Associates 21 East 40th Street, New York, N. Y. (OR 9-0438)

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**A BETTER ENVELOPE
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U.S.E. quality V-FLAP envelopes

U.S.E. is now able to make the diagonal seam style envelope directly from a roll of paper. This new process results in three important savings: 1. The expensive die-cut operation is no longer needed. 2. Stock waste is practically eliminated. 3. The new, patented machines produce envelopes at three times the speed of the fastest conventional equipment.

Here are your 4 Advantages:

V-FLAP *quality* advantages. Bright-white paper, superior opacity, full weight, square corners, uniform bulk with flaps that lie flat, all mean excellent printing qualities. And every box carries the famous U.S.E. quality guarantee.

V-FLAP *style* advantages. Distinctive V-flap and diagonal seams give the executive look. V-shape throat makes stuffing easy. Full gumming assures fast, firm sealing. Envelopes whisk smoothly through postage meters.

V-FLAP *line* advantages. V-FLAP envelopes are available in the popular sizes in Commercial, Official and Postage Saver styles.

V-FLAP *price* advantages. High-speed production with minimum waste results in material savings for you and your customers.



Your envelope supplier is ready with samples — and a copy of the new U.S.E. booklet "The V-FLAP Story." Call him today — or write to Advertising and Sales Promotion Department, Springfield 2, Massachusetts. EA-3

UNITED STATES ENVELOPE COMPANY



Springfield 2, Massachusetts
15 Divisions from Coast to Coast

Always look for the U.S.E. Quality Guarantee

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

THERE HASN'T BEEN too much conversating on the front porch this past month. Visitors scarce . . . and we've been too busy planning for, writing about and editing the annual pre-convention special issue of *The Reporter*.

As you read this . . . you will be holding in your hands our *twentieth* pre-convention issue. We decided many months ago to drop the idea of having one long feature study, such as "How to Think About" series of years back. Those features covered most of the basic phases of direct mail . . . history, formulas, readership, showmanship, industrial direct mail, copy and what have you. All have been preserved for posterity in reprint pamphlet form . . . now known as the Miniature Direct Mail Library.

This year, due to the confusion over the "junk mail" propaganda campaign . . . we thought it would be a worthwhile cause to collect some of the best examples of *explaining* the *basic idea* of direct mail to various groups of people. With this material, future arguments can be settled with sober facts. If this issue needs a title . . . it could be "How to Describe Direct Mail" . . . to your management, to your employees, to your clients, to your friends.

This annual pre-convention Reporter has something of value for everyone. You can read it straight through from cover to cover . . . or you can skip around, picking parts of most value to you and your business interests.

For the first time in the history of this medium . . . you have a concise description directed to the *recipients* of direct mail. J. S. (Jess) Roberts of Atlanta wrote his description (see page 31) for the DMAA Code of Ethics Committee. The Reporter was given permission to print it in advance of further distribution by the association and members of the association. Read Jess Roberts' description carefully. If you think it should be amplified or corrected, write to him in care of the association.

It is hoped that in the near future methods can be found to get this message into the hands of the general public . . . either by locally-sponsored, cooperative advertisements in newspapers, or planned distribution of printed pamphlets. The story, if properly distributed, should counteract some of the damage caused by the "junk mail" campaign, and should also equalize some of the harm caused by the fringe operators who have irritated recipients of the mail by unethical practices . . . including deception, misrepresentation and high-pressure exaggerations.

We can visualize how much good could be accomplished if local printers, paper merchants and lettershops would band together and pay for the production and distribution of this message in their area.

There are many other important features in this pre-

convention issue. We think the description of direct mail by Dee Belveal for small retailers is priceless (see page —). So too is Lester Harrison's description for department stores and large retailers. Paul Bringe has done his usual thorough job of analyzing the medium for industrial advertisers. Leonard Raymond has allowed us to use his best-yet description for top brass executives. Jim Travis has developed an idea which may cause some controversy . . . but which may be helpful in upgrading direct mail by upgrading the direct mail man. Boyce Morgan and Bill Doppler are adding to the controversial nature of the issue by arguing about testing and lists (subjects which need a lot of explaining). You will also read some interesting case histories which explain why it is practically impossible to predict any "average return" on direct mail. "We've noticed at recent meetings that the "new generation" is constantly popping up with the ancient query. "What is a normal return from direct mail?" This issue should prove that there isn't any such thing as a "normal." It all depends on the purpose, the list and the method of handling.

It's too bad we became overenthusiastic about collecting *descriptions*. Collected more than we could use in in the space and time available. But the ones regretfully omitted will appear later on in future regular monthly Reporters.

We think you'll find this September 1957 Reporter exciting and thought provoking. Should provide many topics for scuttlebutt on the front porch, at the convention, or in any gathering of advertising people.

Of course, you'll want to pay close attention to the two convention programs—the MASA and the DMAA. The Mail Advertising Service Association convention is limited to producer-creator members only. But as so many members belong to both associations, and because we cover both association conventions, the MASA program is reproduced on page 11. DMAA registration is open to everyone. Not necessary to be a member. The DMAA convention program has shaped up very nicely. It answers satisfactorily some of the complaints of the past. It should surely satisfy those who complained about too many long speeches. There will be few, if any, such speeches. The Circles of Information and the Marketplace have been separately scheduled, as they should be. Delegates will have a real chance to get acquainted and get their questions answered. The new "College of Direct Mail Knowledge" is a good idea. Gives the delegates a wonderful chance to get the off-the-cuff ideas of the best brains in the direct mail field.

Registrations have been coming to DMAA headquarters in a satisfying number. Looks like a good show there at the Sheraton Park in Washington. The Reporter will have its usual hospitality suite . . . to which everyone is invited. Too many people in past years (after the

FRONT PORCH SCUTTLEBUTT

convention was all over) have excused their absence at Reporter headquarters by saying they didn't have an invitation. You don't need an engraved invitation to drop in and say hello. That's what the suite is for.

We'll also produce a morning newspaper on the three days of the DMAA convention, giving all last-minute dope and covering what's cooking. It will be a busy time for all of us . . . but we love it. Looking forward to every minute. By the time it's over . . . we'll be ready for the front porch again, where we can recuperate for another year.

SPEAKING OF SPECIAL FEATURE ISSUES . . .

we are intrigued by the job Editor Walter Voegele did in the June 1957 *Hotel Management* (published by Ahrens Publishing Company, Inc., 71 Vanderbilt Ave., New York 17, N. Y.). Walter devoted entire editorial content to a pictorial and descriptive story of the Jack Tar chain of hotels. A tremendous job of reporting. Naturally, we were interested because Walter visited the front porch on his swing around the south getting facts and pictures, which included our hangout, the Fort Harrison in Clearwater. It was through Walter that we met Jack Tar President, Ed Leach, who later on invited us to conduct a letter improvement clinic at the Galveston management meeting (reported in December 1956 *Scuttlebutt*.) If any of you are interested in the hotel field, get hold of the June *Hotel Management*. Makes fascinating reading, and I can vouch for its authenticity . . . from personal experience. Walter tells me that three of his issues this year are one-long-feature affairs, but after the August number, he will go back to "normal" . . . just as *The Reporter* decided to do. Maybe it's just because we are getting along in years and feature issues are too darn hard to handle in time available. Normal issues, with selections of the best of everything, have a better chance of being helpful to more people.

RECENT OBSERVATIONS from the front porch or back windows have reconvinced us of the wisdom of building a house by mail. Most of you will remember our account of how, during the summer of 1955, we built our house (and office) entirely by mail. Lots of friends said it couldn't be done. "We'd get gyped by the contractors"; "it would never be finished in time"; or "we'd wind up with a law suit" . . . were just a few of the warning comments. But we went ahead. Never saw the place from the time we bought the lot and okayed the architect's final drawings . . . until the day we moved in five months and ten days later. All details, even paint colors, handled entirely by mail. Everything entirely satisfactory. No fights with architect, contractors or anybody. Completed exactly on day promised. Several feature stories were written about it in southern journals.

Well . . . we've recently been watching several new-neighbors-to-be having their homes built. And they should have stayed in bed. The new owners were on the job every day, arguing with some one. One house was held up

three or four weeks because owner decided to extend the roof which was already partially on . . . over a newly-decided-upon patio. Another house had the plumbing all in when owner decided he wanted different arrangement. By the end of eight weeks, the outside walls had not been started, while our entire outside construction had been finished in less time (reported by mail with weekly Polaroid pictures taken by architect). If we ever build another house . . . we'll surely do it by mail. We'll let the architect and contractors alone. Don't know why it is that so many people think they are experts at house building . . . always meddling in. Suppose they are like the business executives who think they are letterwriting experts and insist on changing professionally prepared copy. If these folks employed a doctor, they wouldn't tell him what instrument to use, or where to make an incision . . . but start a house construction job and oh my! The architects and contractors need a public relations or educational campaign just as badly as do the professional direct mail creators.

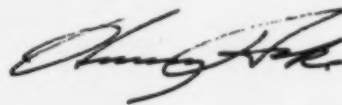
AFTER YOU FOLKS have had a chance to read this September Reporter and we've returned from the convention . . . hope you'll write and give your reactions to the material collected here.

If you have any suggestions on how we can be more helpful, or even if you have severe criticism, don't be bashful about being frank. We are thick-skinned . . . and can take it.

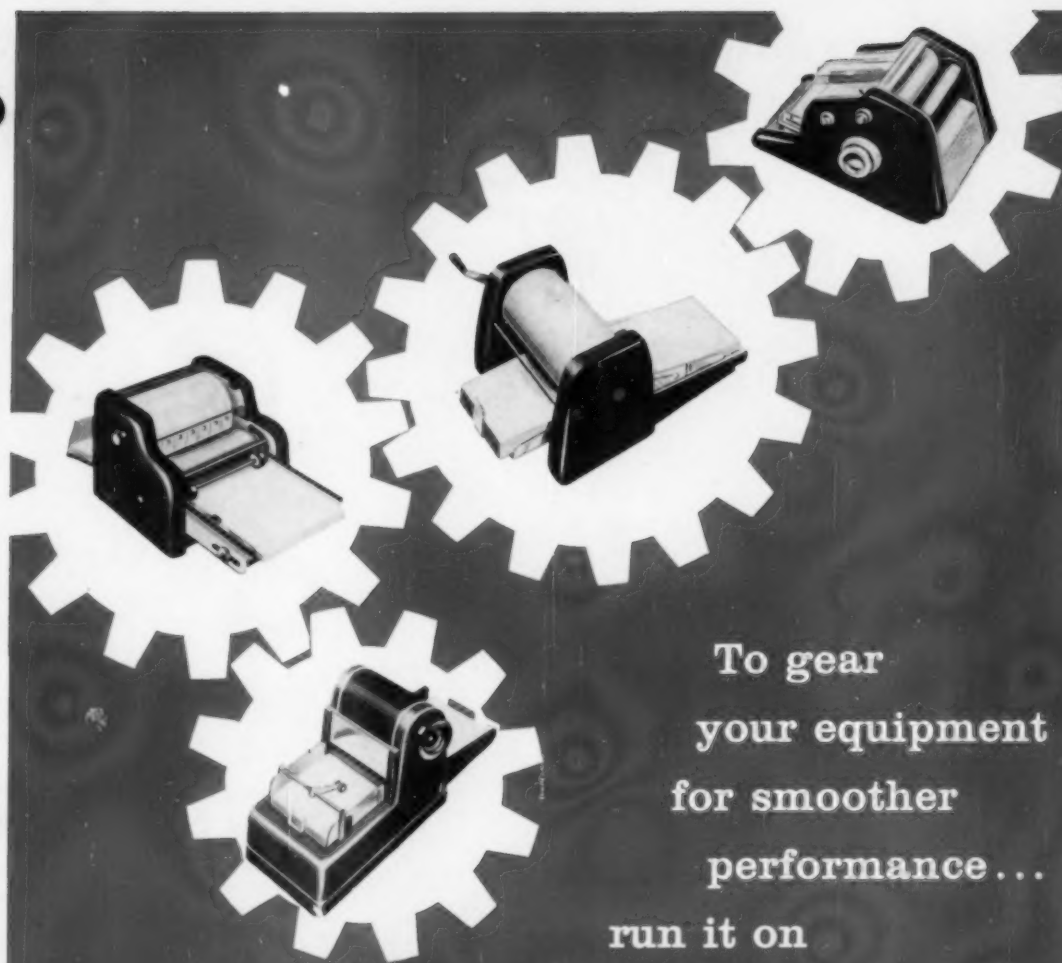
CATS . . . are always a good subject of conversation on the front porch, since we have two unpredictable Siamese. Did you know that the national cat population is around 28 million? Nine percent of all families are prospects for cat food (California survey). There are 20 labels on the market; three brands do 60% of volume. The other labels don't seem to know how to advertise.

The statistics come to us from Dick Manville's always interesting monthly *Marketing Reminders*, four-page newsletter. (If you haven't seen a copy, write Dick at 230 Park Ave., New York 17, N. Y.) Incidentally . . . did you know that there is one mail order outfit dealing exclusively in cat supplies? Doing a bangup job too . . . with simple, economical, but effective small catalogs and bulletins. If interested, write Doris Bryant (cat supplies), 135 W. 16th St., New York 11, N. Y. . . . or visit her shop. A New York reporter wrote, "What Abercrombie & Fitch is to the sporting world, Miss Bryant's emporium is to cats."

Good Luck Always



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